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Career Summary of IT Guru

Mr Mattias Nordin

Contact information

Name:	**Mr Mattias Nordin**	
Phone:	**+46 (0) 708 – 56 27 20**	
Age:	**1973-09-12**	

IT expertise:

Web & Cloud solutions
IT infrastructure / PC
CRM / CMS and databases
18 years' experience

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www.MattiasNordin.net

Languages: **Fluent Swedish & English**

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Uppsala, Sweden

Personal goals

I want to work with something that makes a difference for the company. To implement the best IT solutions available to support the best time to market is close to heart. To build a better experience for both customers and employees. To deliver something better than something that has ever been delivered before.

Education and training

I'm mostly self-taught. With motivation there are no limits…

	Training Courses	Location	Date	
✓	**Data Warehousing on SQL server**	Boston, USA	2010	3 days
✓	**SalesForce 401 – Developer**	London, United Kingdom	2010	5 days
✓	**SalesForce 201 - Administration**	Kungsgatan, Stockholm	2008	5 days
✓	Developing with VB.Net	Cornerstone, Stockholm	2007-12-14	3 days
✓	Migrating to Active Directory	Cornerstone, Stockholm	2002	3 days
✓	Flash 4	Data Construction, Stockholm	2000-05-15	5 days
✓	Raptor Firewall <u>Certified</u> Net guard	Axcent, Malmö	1999-11-11	5 days
✓	Raptor Firewall Training Course	Axcent, Kista	1999-02-02	5 days
✓	Internetworking with TCP/IP on MS Windows NT	Data Construction, Stockholm	1998-04-02	5 days
✓	Core technologies of MS Exchange server	Data Construction, Stockholm	1997-12-01	5 days
✓	Supporting Windows NT 4.0 Core Technologies	Data Construction, Stockholm	1997-06-02	5 days
✓	Outlook	QD, Uppsala		1 day
✓	Photoshop, Desktop Publishing, Multimedia	IT utbildning i Linköping	1995 – 1996	365 days
✓	IT Kunskap, Informationsteori, Nätverk/IP			
✓	Datoruppbyggnad & Systemprogram			
✓	Kalkylprogram, Ord och textbehandling			
✓	Projektplanering, Engelska			
✓	Tennistränarutbildning: Steg 1 + Steg 2 + Advancerad Teknik + Dommarutbildning (2st)	UTK, Uppsala		10 days

	Examination	Location	Period
✓	IT Technology	Linköping	1995-1996
✓	Electro-technical	Gimo	1992-1994

Computing Experience

Programming Languages

- ✓ HTML
- ✓ JavaScript
- ✓ VB script (ASP)
- ✓ CSS

Database

- ✓ SQL server,
- ✓ Report Builder
- ✓ MS access

Applications / Systems

- ✓ CMS: Site Direct, Ektron
- ✓ CRM: Sales Force, Clientele, iAvenue
- ✓ Economy: Concorde, SAP, Navision
- ✓ Mail server: MS Exchange server
- ✓ Firewall: Raptor, Symantec Firewall

- ✓ Web server: MS IIS 3, 4, 5 & 6
- ✓ DHCP Server, Wins Server, DNS Server, Active directory
- ✓ LAN/WAN, TCP/IP, SAN, IP Routing, VPN
- ✓ Home site, Dreamweaver, Developer studio express
- ✓ Photoshop

My work experience / other experience

The last couple of years I have been employed as a CRM manager. I have been responsible for planning and implementing solutions optimizing the sales and marketing process. I have also improved workflows between different systems to decrease time to market. The latest project was to create a new web shop and to integrate the web shop with our economy system to remove the manual order process.

I have excellent documenting skills and I think that it is important that processes and standard operating procedures are defined on paper. As a CRM manager I sent out newsletters once a quarter describing the changes and where we were heading.

I have supported marketing departments in marketing related IT solutions such as mass mailing tools and customer portals.

I have also worked with website SEO (search engine optimizing) and Google analytics. I'm a five star rated user at the Google group: "Hjälpgrupp för Webbansvariga". I received personal thanks from Google, in their New Year post, for my contributions and knowledge on the forum.

"… Tack till alla som har deltagit i diskussionerna och bidragit med sina kunskaper samt hjälpt till att svara på frågor i gruppen, utan er skulle inte gruppen fungera! Ett speciellt tack går till Mattias Nordin som har varit otroligt hjälpsam under året, din hjälp uppskattas av alla!
Hessam
Googles Sökkvalitetteam"

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I'm proud to have received the MVP status from Sales Force. The MVP title has only been given to 16 people out of all the million SF users. I'm the only non us resident to hold this title. This status allows me to receive information before it is publically released and I'm invited to all activities given a front row access.

I Received Sales Force MVP status 2011

"A badge given to recognize exceptional individuals within the salesforce.com community for their leadership, knowledge, and ongoing contributions. Awarded 16 community members."

Reference | SalesForce.com, Rosella Carbone | Phone: +46 70-240 33 97

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FLIR Systems   Systems Specialist Web & CRM   2008-01-01 – 2011-06-01

FLIR Systems is the global leader in Infrared cameras, night vision and thermal imaging systems. Our products play pivotal roles in a wide range of industrial, commercial and government activities in more than 60 countries. 2010 FLIR had 3250 employees and revenue of 1.375 billion dollar.

Worked closely with the marketing and sales department to build the best possible IT solution for sales and marketing process and to find KPI targets.

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Was responsible for the consultants when they were needed. Worked together with a steering committee to build the best CRM solution possible. Platform of choice was SalesForce.com.

2011	Created different <u>web 2 lead</u> solutions depending on if we targeted existing customers or new. When new prospects visited landing page the contact details were already filled in. One click to capture their need and to save the lead in SF.
2010	Jumped in and helped the <u>security</u>/infrastructure team when we had a security breach. Got personal thanks from the CEO for lending my expertise in the area even though it was not my department.
2009	Developed custom objects in Sales Force to store information such as training activities and subscriptions such as newsletters etc.
2009	Held several <u>Salesforce training</u> sessions for marketing & sales in Phuket, Hong Kong, Boston, Paris, Milano, Frankfurt and Berlin.
2008	Explored different <u>CMS</u> alternatives.

Reference | Manager IT, Per Högberg | Phone: +46 (0) 768 – 717820

IAR Systems AB   Systems Manger   2000-01-01 – 2007-12-24

IAR Systems provides a range of development tools for embedded systems: integrated development environments (IDE) with C/C++ compilers and debuggers, development kits, hardware debug probes and state machine design tools.

IAR Systems was a fun challenge since they had built and managed their entire infrastructure by them self without a responsible person. Nothing was standardised and they used all kind of systems. I started off alone at this position, which is a challenge in itself, in a company with about a hundred employees.

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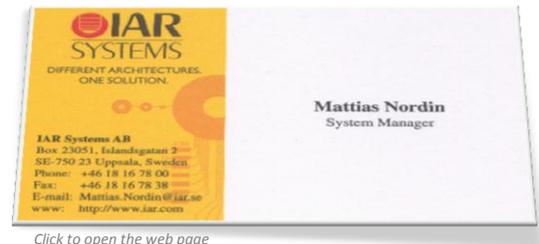
2007	Responsible project leader for the new <u>Web shop</u>. Responsible for the new <u>CMS solution</u> (Site Direct)
2005	Built a new web solution to reduce the amount of manual work when extracting items from the external warehouse. Safer process. Less clicks. Scales better.
2004	Connected all our offices, from USA to Japan, into the same <u>CRM system</u>. Migrated customer data.
2003	Connected our offices in Japan, Germany, Denmark, Shanghai, Brussels, London, Boston and San Francisco to the WAN.
2001	Responsible for <u>Hem PC</u> to the employees.
2001	Created a new intranet and connected the other offices securely to it. The intranet contained a searchable staff database, a computer inventory database, a software license database, a calendar etc. Developed with ASP on IIS.
2001	Created the infrastructure for the newly bought company in Malmö. Bought and installed everything needed to get the new office up and running. New VPN solution.
2001	Documented all systems and made a plan on how to replace them with a modern solution. An obvious goal was to reduce the number of incompatible systems. Created a backup policy, purchase policy, and an IT policy.

Reference | Marketing manager, Fredrik Medin | Phone: +46 (0) 18 - 167800

PharmaSoft AB   Network & Support – Webmaster   1996-08-01 – 2000-01-01

PharmaSoft was an international company developing IT solutions for the medical industry. Typical customers were the medical industry, governments and other larger organizations.

My job was to start an IT support department. Planned and implemented the infrastructure of all data communications within the company. Supported all computer systems. Built a well working and respected support organization from scratch. The department grew to four people.

During this time I experienced both the IT-bubble with both the "glory days" and the spectacular down fall.

2000	Created a <u>web application</u> to handle the IT inventory. The company had about 10 servers and 50 clients.
1998	Made the company's intranet including a searchable staff database.
1997	Was responsible for <u>firewall</u> and security related things such as writing the security policy
1996	Started a support department. Internal support of all internal systems. Responsible for the network.

Other Experience

2004   **Martial arts Black belt, Ju-Jutsu Kai**

I consider myself very goal driven. At an age of 27 I started practicing martial arts with the intention to keep fit. Six years later I took the black belt.

2001   **WIPO VS Mattias Nordin**

Fought with the Swedish company Vin & Sprit about my domain name (absolut.nu). A long process, which I lost after a few months. Very disappointing since I consider "absolut" to be a common Swedish word. It turned out that the Judge was a former employee for the government that owns Vin & Sprit. Multiple experts reject the decision. A week after the decision Coca Cola lost a 100% similar case (Sprite.nu VS private person). It was a good experience and I learned a lot from the legal process.

1998 -   **Spare time project 2**

Registered and created my personal web site http://www.absolut.nu. I owned the server and everything needed to run the site. The site is still up and running but on a different domain.

1998-1999   **Spare time project 1 "how to run a company" .**

Registered my company "SweSys Technologies". Bought computer components and put them together and sold them under my own brand. The technology part was very fun, but my lack of time made me come to the conclusion to put the company to rest and to focus on my employment at PharmaSoft.

1994-1995   **Military Service in the Swedish Army**

In the Air force. Drove all kind of heavy vehicles. Spent my own money to take the "*****, **BE**, **C***, **DE**" driver's license after the military service.

1993-1996   **Tennis coach**

I'm a "Step 2 + Advanced"-educated tennis coach. Worked during the summers in Öregrund teaching people to play tennis. Also worked in "Uppsala Tennisklubb" (at the time Sweden's largest tennis club) as a tennis coach and as an extra hand helping out with administration related stuff.

1987-1988   **Studied in USA**

Studied in Atlanta, Georgia for one year. A nice experience.

1973 -   **Born and raised**

Very interested in technical things from the start. First computer was a commodore Vic 64. Next was my favourite, the Amiga 2000, and so on. Always knew what I wanted to do when growing up.

Who is Mattias Nordin?

Hi,

I am an ambitious hardworking social and positive person and I'm sure we will be an excellent team in the future. It's easy to go to work when your job is one of you biggest interests. I often hear that my enthusiasm spreads to colleagues and improves the mood in the department.

I try to be as good as possible in everything I do. If I don't know the answer to a question I'm happy to find the answer online. I have practiced my problem solving skills for many years and I get things done.

Since my background in the early days of my carrier was from a IT helpdesk I'm used to communicate with colleagues/customers and to help them in the best possible positive way, even though you may not get a positive response from them (since something is broken when they contact support).

I can handle stress in a positive way and I'm used to work in a flexible environment. All companies I have worked for has had English as corporate language. It feels natural to me to write in English and I don't mind documenting routines/processes.

My motto:

My motto in life is to analyse and to improve something every day. Taking small steps is easier than taking big. The same applies to projects you may be involved in. It doesn't really matter what you improve, it can be to reduce the amount of clicking when placing an order (improving time to market) or simply optimizing the parking space queue.

I love to draw process schemes and to think big. I have experience of seeing the big picture from *Marketing activity > Lead > Opportunity > Won order > Delivery > Economy system > Analytics > Support* and I have experience on how that can work successfully with full visibility for the key users.

Background:

I was born and raised in the Swedish paradise, Öregrund, located in the northern part of Stockholm archipelago. Sailing or just being out on the water is a nice way to relax from the sometimes-hectic IT environment.

I live with my girlfriend in Uppsala. To keep in shape I practice marital arts (JuJutsu Kai), innebandy & skivstång på Friskis

My biggest hobby during the last 15 years has been developing web applications. I have built calendars, booking systems, photo albums, complete intranets and a lot of websites such as below. I love design and drawing user interfaces.

www.Filmsnutt.se	Projekt Nelson	Uppsala Ju Jutsu-klubb	Online Help Desk

Currently I put in all my efforts (note, spare time project) in the FilmSnutt website. The reason I created it was mainly to keep track of my own DVD movies. Now anyone can add their archive to the site…
Projekt Nelson was requested by the Överviktigas riksförbund. It was a portal for young people and their parents. The goal was to learn them to live a healthier lifestyle.
The online help desk was created since I got tired of all the bad helpdesk solutions out there. The tool needs to be finished but the concept is great.