

Johan Sjökvist - CV



Name: Johan Sjökvist
Date of birth: 6 December 1975
Address: Varvsgatan 75, 972 34 LULEÅ
Phone: +46 70 227 52 10
e-mail: johan@johansjokvist.se
LinkedIn:
<http://se.linkedin.com/in/sjokvist>
Drivers license: B (car)
Languages: Swedish and English
Family: Partner, no children

Background

Throughout my working life, I have worked in various ways in the all-important gap between the interests of the public and the needs of companies. A gap that is usually too large. The reason is that not enough people move in both worlds and actively try to link them together.

Until October 2023 for three years Inward Investment Director in Luleå, via the municipality's fully owned business development company Luleå Business Region AB. Before that a few years with my own consultancy, and prior to that Chief Development Officer and Head of Public Affairs for The Node Pole, the region's sales, marketing, and PR company to bring in more investments in data centers to northern Sweden - as a result of the unique investment Meta/Facebook made in Luleå. Before that, I spent eight years as a business strategist at Norrbotten County Council (currently Region Norrbotten) responsible for, among other things, business development, regional development projects, EU funding and the county council's corporate governance of its companies. Today the role is more or less equivalent to the region's Head of Business.

My network within the public actors, municipalities, authorities, politicians, and businesses is extensive. My experience and knowledge ranges from project management of large and small projects, business advice to new entrepreneurs and strategic work with regional development to long experience working with inward investment promotion, communication & PR to the international market and a close work with politics and public actors.

April 2017 – present

Consultant in Public Affairs & PR, public policy, strategic development and communication, Johan Sjökvist AB

www.johansjokvist.se

- Public Affairs & PR
- Strategic counseling & communication
- Political advising & consulting
- Business management, project development and project management

August 2020 – October 2023

Inward Investment Director (Etableringschef), Luleå Business Region AB

www.luleabusinessregion.se

Luleå Business Region AB is 100% owned by Luleå Municipality. Developing local businesses, destination marketing organization and attracting investments and new businesses to Luleå. Working in the middle of the green industrial and societal transition in northern Sweden.

Johan Sjökvist - CV

May 2019 – present

Board member, Länsförsäkringar Norrbotten

www.lfnorrbotten.se

The Länsförsäkringar Alliance is unique in the Swedish bank and insurance market. The 23 customer-owned regional insurance companies cooperate, thereby combining the ability of a small company to adapt to its customers with the strength of a large company.

January 2018 – December 2018

**Communications and PR advisor, Meramedia Communication Agency
(present company name is Brightnest)**

www.brightnest.se

As a consultant connected to Meramedia as Senior Communications and PR advisor - Johan Sjökvist AB.

April 2017 – May 2019

Executive Manager, Destination Heart of Lapland

www.heartoflapland.com

Main client assignment as a consultant in Johan Sjökvist AB. Heart of Lapland is the tourism destination and destination marketing organization representing the eastern part of Norrbotten County in Sweden, with the five municipalities of Haparanda, Kalix, Pajala, Överkalix and Övertorneå. Marketing and product development.

April 2017 – present

**Consultant in Public Affairs & PR, public policy, strategic development and communication,
Johan Sjökvist AB**

www.johansjokvist.se

- Public Affairs & PR
- Strategic counseling & communication
- Political advising & consulting
- Business management, project development and project management

May 2015 – February 2017

Chief Development Officer, The Node Pole (North Sweden Datacenter Locations AB)

www.thenodepole.com

September 2014 – April 2015

Head of Public Affairs, The Node Pole (North Sweden Datacenter Locations AB)

www.thenodepole.com

The Node Pole was owned by Luleå Business Development (Luleå Näringsliv AB), Norrbotten County Council, and Boden, Luleå and Piteå municipalities. A Foreign Direct Investment Agency. The mission was to be a PR, marketing and business investment agency to bring investments in data centers to the region. The work was performed under the "The Node Pole" brand, launched the same day Meta (Facebook) held press conference and released their news about investing in Luleå and building their first data center outside the US.

- Development of the region's offers
Quality assurance and packaging of the region's investment case to the market. Other development and future issues both around the business and the industry. Speaker at conferences, both in Sweden

Johan Sjökvist - CV

and abroad.

- Public affairs
Responsible for Public affairs, contacts with national and regional ecosystems linked to the data center industry, financing of The Node Pole operations. Responsible for the work together with Business Sweden. Commitment to the company's long-term ownership and financing, which resulted in energy companies Vattenfall and Skellefteå Kraft taking over operations from February 2017.

April 2006 – August 2014

Strategic Manager for Business and Innovation – Norrbotten County Council – Department for Regional Development

Overall strategic responsibility for business, growth, entrepreneurship, and innovation. Extensive network and great experience of serving as a link between policy and business. Very natural contacts with municipal business units, municipal business managers and mayors on many issues.

- Corporate relations to the regions co-owned companies.
Responsibility for corporate relations of the county council's companies.
- The county council's regional development funds
Responsibility for the coordination of the county council's regional development funds with an annual budget of 24 million SEK. Development funds are used for financing development projects in the county and co-financing in EU projects.
- International contacts
International contacts, the county council are working very actively on European arenas, such as the Assembly of European Regions (AER) with around 200 members regions in Europe, Sweden Emilia-Romagna Network (SERM) and extensive friendship cooperation with Troms county in Norway where I was one of the most centrally engaged. Key role in establishing, together with Norway and Finland, a flight route between Oulu-Luleå-Tromsø.
- Programming of regional policy strategies
- European Structural Funds
Very good knowledge of the EU's various structural funds. Partly because I previously participated in various Structural Fund programs and during the last two programming periods, both developed and implemented projects, and had contact with hundreds of EU projects over the years. Also active in the Kolarctic ENPIs (the neighborhood program for Northern Sweden, Norway, Finland and Russia), Swedish Expert Evaluation Group in the previous program period - and later in the Programming Committee for the current Kolarctic program for 2014-2020, together with the Ministry of Foreign Affairs and the Ministry of Enterprise and Innovation.
- Established Invest in Norrbotten AB and BD Pop AB
Established Invest in Norrbotten together with local municipal business managers, to create a systematic investment agency in the county. Worked on transferring the mission and activities of an EU project to be a company. The same applies to BD Pop, a development company, from previously being a music project to support regional artists and music productions.
[www.bdpop.se] [www.investinnorrbotten.se]

2004 - 2005

Project Manager and Business advisor, Jokkmokk Municipality

Project manager for the EU project "Step 1 - Entreprenörscenariet" in Jokkmokk. Jokkmokks Municipality's at that time new business startup services.

Johan Sjökvist - CV

2003 - 2004

Business developer, K2 Svensk AB

Business developing for training concepts regarding communication, body language and business development.

1999 - 2003

Business advisor, Priora Nyföretagande in Luleå

Luleå Municipality's of that time business startup services.

1997 – 1998

Acting Regional Manager, Ung Företagsamhet in Norrbotten (Young Enterprise)

1995 – 2004

Self-employed, Ung Invest

Lecturer, educator and consultant in youth affairs, student democracy, young entrepreneurship etc.

Education

- 1995-1996** 8 months military service as a technician for simulator systems in battle, at MekB19 in Boden.
- 1994** 7 months internship at Gällivare Municipality's Culture and Recreation Administration, and after that did my third high school year again.
- 1993-1994** CEO of UF Hjortronet in Young Enterprise. The company was Norrbotten's best that year and also won a prize at the Swedish championship in Young Entrepreneurship. Anders Wall's scholarship: Selected to final interview among four others for outstanding work among 4,800 students in Young Enterprise during 1993-1994.
- 1991-1995** High School 3-year Social Sciences, Business economics, Välkommaskolan in Malmberget. In year 3 I went to an internship at Gällivare municipality to develop and run the new founded Youth Council in Gällivare municipality.

Scholarships and other experiences

- Attended the Swedish Football Association's leadership development program "Förbundsledare 2010" together with 100 selected from all over the country.
- Coach during two years for Norrbotten's football referees in the men's Division 4. A function within the Swedish Football Association.
- Completed the Norrbotten Academy's leadership development program in 2008.
- Member and secretary of the Referee Committee at the Norrbotten Football Association for 15 years.
- Instructor for football referees.
- Football referee since I was 14 years old. A career that ended 2000 or so.
- Author of that time the "National Youth Agency's" report "We really did not have a choice" about the Gällivare municipality's award for the Youth Municipality of the Year 1996.
- Anders Wall's scholarship: Selected to the final interview among four others for outstanding work among 4,800 students in Young Enterprise in Sweden 1993-1994.
- Young Enterprise Scholarship: Received a scholarship for good leadership skills that consisted of participation at the international Young Enterprise Conference in Midland, Michigan, USA in 1995.
- Development Scholarship: Received Gällivare Municipality's development scholarship for young people.
- Received a scholarship in connection with the award "Youth Municipality of the Year 1996" for special efforts for the youth of Gällivare municipality.
- Board member and secretary in Luleå Referee Association 2000-2005.
- Member of the Board of Young Enterprise in Norrbotten 1997-2000.

Johan Sjökvist - CV

- Joined the Youth Council in Gällivare in 1995. Chairman for the first two years.

References on request

References are provided on demand, for example, politicians, parliamentarians, mayors, business executives.