

**Jim Huzell**

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# Jim – in brief

Senior Executive with experience and an accomplishment record within marketing and sales, operations, R&D and the financial management of emerging start-ups to medium+ sized service and technology related businesses. Understands the implications of creating a monthly recurring revenue business. Knows virtual collaboration, software as a service, cloud applications, customer service centers, telecom/cellular, software development, corporate IT and certain areas of industrial products.

I can add value in the intersection between technology/innovation and how to apply it to the market needs and opportunities. Recognize the need for correct positioning and an efficient sales operation..

# Current activity

Since moving back to Sweden late 2011 from living in France for 4 years and then USA for 8 years I have returned to governing myself and with some various activities:

* Investing in start-ups and small-cap operations. Seed investments up to first round levels. Nordics, USA and France. So far mostly SaaS/cloud type applications but also manufacturing, life-science and pure niche activities. Various degrees of personal involvement. Correlated current or recently held board positions at [www.bimeanalytics.com](http://www.bimeanalytics.com), [www.bokadirekt.se](http://www.bokadirekt.se), [www.24sevenoffice.com](http://www.24sevenoffice.com), [www.cellcomb.com](http://www.cellcomb.com),
* Investor and advisor in medtech companies: Lobsor Pharmaceuticals, [www.bonvisi.com](http://www.bonvisi.com)
* Independent board positions. At present [www.medhelp.se](http://www.medhelp.se)
* Real estate investments and other business in USA Metro Washington DC area.
* External assignments. Examples: Representing a Japanese innovation company to find partners in Europe. Mentoring new product development at a Gothenburg tech company ([www.icomera.com](http://www.icomera.com)) Investigating and introducing small business apps to the leadership of American Express OPEN in NY.

# Prior Professional Experience

**Genesys S.A. Genesys Conferencing** *Montpellier France → Vienna VA USA*  1999 - 2009

*Chief Operating Officer → President. 260MUSD, 44 MUSD Ebitda. Until 2008 Listed on Euronext Paris and Nasdaq NY*

* From a regional EU activity to a global leading player in voice, video, data and web conferencing
* Survived the 2001 telecom market plunge. The leadership team managed a turnaround with a new focus backed by proprietary technology
* Genesys acquired, streamlined and integrated more than 20 companies globally
* Named by industry analysts the most innovative and best managed supplier
* Served 200 of the global Fortune 500 enterprises with our secure SaaS platform

*Genesys was acquired 2008 in a hostile takeover by West Corp, Omaha. Hence I decided to release my “change of control” clause in the contract.*

**Scanmarket AB** *Stockholm 1990 - 1999*

*Own activity. Business consultant and partner in “startups”*

* Services to companies predominantly in the crossroad of technology and “gotomarket”. *Ericsson, Nokia Mobile phones, Telia, Genesys, ABB, HiQ International* and several less known corporations
* Independently - or as a part of an international network - creating profitable deals and technology transfers. Mostly Sweden vs. Japan/Asia. Software, telecom and niche technologies. *Ericsson, Electrolux, Japan Steel Works, Jardine Matheson* and more
* Start-ups: Partner, support system designer and product manager *Kalix Tele24*. Sweden’s first major “outsourced” switchboard service. Partner in *NetExpress24*, an early internet and web design shop (that failed…). Incubator, 50% partner and system/concept developer of *Xzakt Kundrelation*. A successful customer service provider with – even still - outstanding profitability.

**Comvik – Fria telenätet** *Stockholm (now Tele2 mobile) 1985 -1989*

*President*. *Sweden’s first independent mobile network.* A 450Mhz “home built” system commenced on the initiative of *Kinnevik* visionary owner Jan Stenbeck. Virtually a monopoly-breaking “pirate” company. With no prospect for growth and profitability under the current circumstances, the focus was altered to position the company to be granted a formal GSM license by the government. A permit would enable Comvik to compete on better terms with the state controlled “*Televerket*”

* Did a 180 degree turn of operations, terminals, network services, the pricing and positioning
* Launched a “David vs. Goliath” approach backed by an aggressive and startling marketing (got sued)
* Was awarded “Service company of the year” by *Dagens Industri* (Sweden’s leading business paper)
* A GSM license was finally granted in 1989 thereafter the current 450 business went into “save” mode

**Suzuki Motor / KGK** *Stockholm* 1978 - 1985

*Salesrep → Product and Marketing Manager*

* Established dealer networks all over Sweden from almost scratch
* Responsible for factory relations, purchase mix, pricing, marketing and eventually the full P/L
* Became Suzuki’s best distributor globally measured by monetary market share
* No1 in Sweden on Motorcycles. Number 3 in outboards. No 1 in mopeds.

# Education and other credentials

Business Economy curriculum at Gothenburg University (Karlstad branch). Business and legal science. Marketing, distribution and statistics

Numerous courses, seminars and gatherings covering management/leadership, project management, business and finance planning and technology

Regular contributor as key-note a/o speaker at major telecom, collaboration and saas events globally

# Private

Born 1953 in Karlstad. Married to Madeleine Richter. Son John born 1994. Residing outside Stockholm.

# References

Happy to provide after discussions