

Current position

Assistant Professor in Industrial Marketing, Department of Management and Engineering, Linköping University, SE - 581 83 LINKÖPING, Sweden, 2004-04-01—2005-04-30 (substitute), 2005-05-01- present.

Education (selection)

- PhD in Industrial Marketing, dissertation titled “Gaining Influence in Standard-setting Processes – A Discussion of Underlying Mechanisms in 3G Mobile Telephony Technology Development”, publicly defended on 5th of March, 2004. Linköping institute of Technology, Sweden.
- Licentiate of Engineering in Industrial Marketing, 13th of April, 2000. Linköping institute of Technology, Sweden.
- Diploma for Master of Science, Applied Physics and Electrical Engineering, Linköping Institute of Technology, Linköping, Sweden, June 1988

Work Experience – Business (main)

Hägglunds Vehicle AB (now: BAE Systems Hägglunds), Örnköldsvik, Sweden. Programme Manager, Feb. 1997 - March. 1998, Marketing Director After Sales, Sept. 1994 - Feb. 1997, Programme Manager, Aug. 1990 - Aug. 1994, Quality Engineer, Sept. 1988 - Aug. 1990

Selection of publications

For a list of the most recent publications, please see:

<http://www.ep.liu.se/publist/default.aspx?userid=chrgr73>

Research projects

- Framtidsföretag (eng. Companies for the Future, now Tillväxtföretag/Growing companies), Jan. 2011 – Present
- Growth in SMEs, Oct. 2006-present
- ProReal (Product Realisation - Customer Requirements, Technological Advantages and Societal Needs), research project financed by ProViking September, 2003 - 2005-12-31. Acting project manager, webmaster, secretary, assistant supervisor, 2004-01-01 – 2005-02-21 for Bo Zhu, PhD student and responsible for budget issues within the project.
- Lean Aircraft Research Programme (LARP), part III and III+. Reports titled “Successful suppliers in the aviation business – The search for success criteria” (50% during 6 months, second half 2004), and “Business Models within the European Defence Industry”, (4 weeks) first half 2004.
- Guest researcher at University of New South Wales, Sydney, Australia, January-June 2001. Focus: industrial marketing and dynamics. Contact: Prof. Ian Wilkinson.

Doctoral courses (given)

- Brands and brand management (2011-present)
- Mixed methods (segment in Methodology course or single lecture, 2015-2017)

Co-supervision of dissertations

- 2 (of which one is pending registration) to completed dissertation
- 2 to completed licentiate thesis, 1 on-going (planned completion Oct. 2018)

Awards and nominations

- Best reviewer AOM TIM Division (August 2013)
- Outstanding reviewer AOM BPS Division (August 2013)
- ISPIM Scientific Panel Award (June 2012)
 - The annual Scientific Panel Award is made to the member of the panel that has provided the best scientific input to an ISPIM event or journal special issue in a calendar year
- Knut Holt Best Paper Award Nominee, ISPIM, Vienna, Austria, 2009 (with Dr. Christina Öberg).

Other activities – selection

- Collaboration with LiU Relation to find firms as clients in branding and international communication courses, and to spread knowledge to firms and organisations supporting firm development, 2016-onwards
- Public lecture: Project description "Öppen innovation - på gott och ont" (Eng: Open Innovation - for better or worse"), Innovationsveckan ("The Week of Innovation"), 2012-11-08, 18:00-20:45, Konsert & Kongress, Linköping, Sweden.
- Swedish Association of Graduate Engineers (Civilingenjörersförbundet, CF). Examples of positions held: Board member, National Board, Jan. 1994 - Dec. 1996, December 1998 – November 2000, Chair of group writing the association's environmental policy document, September 1999 – November 2000
- Municipality Council, Örnsköldsvik, Sweden, Alternate 1991 - 1994, regular member December 1994 - Jan. 1998