

Curriculum Vitae

(Svensk version på hemsidan under "Documents")

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Short presentation

My career has been successful, various and instructive. After having designed industrial electronics for almost 10 years I moved on to sales, marketing, business development and product management of electronics and IT, since 1992 internationally. I have built distribution and negotiated with customers and suppliers all over the world, from local resellers up to company management and government level. Mostly I have had independent positions where I managed my tasks myself to meet agreed targets, but I am still a team player with a prestigious less and open attitude.

My strengths are my proactive approach, versatility, creativity and technical knowledge combined with my ability developing efficient business channels and excellent long term relations with customers, suppliers and colleagues. Challenges and freedom to pursue the development towards agreed targets are the driving forces triggering my enthusiasm and creativity. My leadership is characterized by freedom under responsibility, continuous development, inspiration and encouragement.

I have travelled extensively internationally with my laptop as portable office, and created and performed presentations for small as well as big audiences. Beside my official roles I have also frequently been requested to sort out various urgent problems and tasks, sometimes under very demanding conditions.

Previous employments

2002-2010 Dicom Plc / Kofax Plc* (World leading provider of intelligent data capture solutions)

- Business Development Manager EMEA (2002-2006)

Initially my primary task in Dicom was to assist implementing a central warehouse for Europe located in Germany with logistics in Switzerland, where I managed the agreement negotiations with international suppliers like Fujitsu, Kodak, Bell&Howell, Canon, Panasonic, etc. Most of these suppliers did not have a harmonized sales strategy in Europe. Consequently this demanded a lot of work to coordinate over the borders. After that I became the main contact point between suppliers all over the world and Dicom's subsidiaries in Europe, Middle East and Africa, in all issues needing central support like agreement negotiations, forecasting, stock planning, campaigns, tech support and service issues, etc. My further tasks included production of material for central marketing and sales support, collecting, compiling, and presenting market information and results, creating and keeping home pages and internal data bases updated, and arranging supplier meetings and trainings. Beside this I was also often requested to sort out various local issues like implementation of EU directives, recycling, campaign issues, tax issues, etc.

- Product Manager Information Capture Hardware EMEA (2006-2010)

When Dicom grew the roles became more specific and in 2006 my title was changed to Product Manager Information Capture Hardware which better described my main tasks.

Through many close contacts and excellent relations with the suppliers and subsidiaries during my time in the company I actively contributed to the sales increase. For example the document scanner sales grew from 12.000 to 46.000+ units in 2008, at a retail value of approximately 90 Mill EUR excluding VAT.

***Company facts fiscal year 2008:** Dicom changed name to Kofax. Revenue 170 Mill GBP, 276% revenue growth over 10 years, 1100 employees in 33 countries and resellers in 60 countries.

In the spring 2011 Kofax was split into Kofax (www.kofax.com) dealing with software development and sales, and Dicom (www.dicom.com) distributing hardware and software in Europe, Middle East and Africa.

1992-2002 Fujitsu Nordic AB* (Subsidiary of Fujitsu Ltd, Japan)

- Area Sales Manager (1992-1993), OEM & Key Account Manager (1992-1996)

As Area Sales Manager for data products I was responsible for distributors, OEM and key customers in the territory. In 1992 I started up the business in the Baltic States, then just liberated from the Soviet Union.

- Sales Manager Scanner Products (1993-2002), Sales Manager Printer Products (2000-2002)

In 1993 I became responsible for sales and marketing of Fujitsu's high speed document scanners and thereafter built up the distribution network resulting in a yearly average growth of 24% reaching 53 Mill SEK in 2001 with unique margin and 70% market share. Following the success I was made responsible for other products like printers, biometric security equipment, data tape recorders, jukeboxes for optical media, etc. Beside this I was also product manager, managed the support staffs for scanners and printers, involved in forecasting, logistics, recycling/environmental and financial issues, and more.

**Company facts Fujitsu Nordic fiscal year 2001: Sales approx. 700 Mill SEK, 15 employees whereof 5 in sales, territory including 9 countries – Scandinavia, Finland, Iceland, Poland and the Baltic States. Fujitsu worldwide suffered from big losses in 2001 and decided to concentrate the business to the offices in UK and Germany. Consequently Fujitsu Nordic was closed in 2002 despite unique profitability.*

1990-1991 Gadelius Elektronik AB (Swedish electronics distributor)

- Product Manager, Service Manager, Sales OEM Products

At the end of 1989 TH:s Elektronik (see below) was acquired by Gadelius Elektronik and the data groups in the companies merged. In Gadelius my tasks included product management, service group manager, OEM sales and technical support for advanced electronic products.

1983-1989 TH:s Elektronik AB (Swedish electronics distributor)

- Technical Support, Electronic Design Engineer (1983-1985)

- Product Manager, Marketing, Sales (1985-1989)

In 1980-1986 I studied at university and worked part time as tech support at TH:s Elektronik. A design group was also started and I took a year off from school to design a radar simulator for training of airport operators ordered by Ericsson Radio Systems for airports in China and Sweden.

After school in 1986 a colleague and I were offered to develop a data group in the company. My tasks included product management, sales, marketing and logistics. The group grew to 7 persons with good turnover and profit until December 1989 when the company was acquired by Gadelius Elektronik.

1971-1980 Tele-Ekonomi AB (Swedish electronics design company)

- Prototype builder and tester, Electronic Design Engineer, Project Leader

After practice during school in I was offered a job as prototype builder and tester of tailor made industrial electronics. After a couple of years I advanced to design engineer and project leader in charge of various numbers of staffs and subcontractors. During this time I developed many unique electronic devices and often performed customer trainings in Swedish and English.

Education

1980-1986 Royal Institute of Technology in Stockholm, Electro technology (Bachelor level)

Special skills

Since 1993 I have been working in the electronic document management industry and I am an expert on high speed document scanners from the world's leading suppliers, as well as scanning paper documents with image enhancements and extracting the information in them, documents like forms and invoices.

Computer and IT skills

The computer with MS Office (Word, Excel, PowerPoint, Outlook, Access) and many other applications have been my working tools through my career together with different ERP and CRM systems. Having worked with computers and computer components my whole career my technical knowledge is also high.

Private life and interests

Married to Eva and have two boys, Emil, born 1996, and Anton, born 1998. Besides quality time with family and friends I enjoy outdoor activities like canoeing, camping, mushroom picking, etc.

Chairman of the board 1992-2003 and since 2003 secretary in the local property owners' association with 380 members. www.viksberg.org

Miscellaneous

I am a born Swedish citizen and have a Swedish AB driver's license for car, motorcycle and small truck.

References

With an international contact network and I can provide references depending on your requests.