

## Peter Paumgardhen

+46 (0)72-883 06 73 • peter@p4change.com • www.linkedin.com/in/peter-paumgardhen/ • www.paumgardhen.com

### INTERIM MANAGEMENT FOR LEADING COMMERCIAL ROLES

#### Change Management | Operational Excellence | Strategic Leadership | Business Growth | Interim Management

I am Peter Paumgardhen, founder of Peter Paumgardhen Interim Management, established in 2020. With over twenty years of leadership experience at global corporations such as J&J, Twentieth Century Fox, and The Walt Disney Company, I offer expert interim management solutions for senior commercial roles. Specializing in driving change and strategic leadership, I deliver immediate and impactful support in transformative projects and high-pressure situations. My deep market insight and proven track record ensure tailored, effective solutions that exceed organizational expectations, fostering significant business growth and operational excellence.

### WORK EXPERIENCE

#### **Founder and CEO, Peter Paumgardhen Interim Management (powered by P4Change AB) Oct 20 – Present**

Leading a boutique consultancy, I blend practical expertise and passion for transformative change and growth, delivering impactful Business Development and Interim Leadership solutions. Achievement highlights:

- Spearheaded a media sector business development project for a Swiss investment firm, demonstrating skill in cross-cultural navigation and forging strategic global partnerships.
- Launched a revolutionary “check out marketing” e-commerce network in Nordics for a German corporation, driving new consumer acquisition and incremental revenue, underlining expertise in digital growth strategies.
- During the pandemic, I crafted a strategic plan for a Swedish design agency, enabling them to first weather the crisis and then achieve lasting success through an enhanced business approach.

#### **Head of Sales, Euronext Corporate Services Jul 22 – Apr 24**

- Established market leadership in tech-driven communication services around webcasts and webinars in the Nordic region. Platform used by leading companies for IR presentations.
- Expanded the client base through targeted sales strategies, establishing a strong market presence and implementing an innovative end-to-end offering for virtual annual general meetings.

#### **Managing Director, Walt Disney Company Mar 19 – Sep 20**

- Led the Twentieth Century Fox division in Nordics during a critical transition period, achieving over delivery on financial budgets and maintaining operational excellence during the integration process.
- Fostered a positive work environment and team stability, resulting in zero people churn during the organizational changes.

#### **Managing Director, Twentieth Century Fox Home Entertainment Jul 16 – Mar 19**

- Drove a significant digital transformation, increasing the Nordics digital business's profit share from less than 10% a decade earlier to 80% in 2019, demonstrating visionary leadership and growth focus.
- Successfully negotiated and managed distribution agreements, securing a dominant market position.

#### **Managing Director, Fox-Paramount Home Entertainment Jul 13 – Jun 16**

- Orchestrated a groundbreaking Nordic joint venture between two iconic Hollywood studios, achieving Nordic market leadership and significantly reducing costs while increasing profitability.

#### **Managing Director, Twentieth Century Fox Home Entertainment Aug 05 – Jun 13**

- Guided the Nordic business to market leadership, consistently exceeding budget targets and implementing best practices in business operations.

#### **Various roles with Fox, J&J and Mars Sep 96 – Jul 05**

- Fox: Commercial Director Nordic (Apr 03 – Jul 05), Commercial Director Sweden (Mar 02 – Mar 03), Marketing Director Sweden (Jan 01 – Feb 02)
- J&J: Associate Franchise Manager EAME (Apr 00 – Dec 00), Brand Manager Scandinavia (Jul 98 – Mar 00), Assistant Brand Manager Scandinavia (May 97 – Jul 98)
- Mars: Management Trainee Sweden (Sep 96 – May 97)

---

## BOARD EXPERIENCE

---

- **Board Member**, Legera SFF, Oct 22-May 24
- **Board Member**, Twentieth Century Fox Home Entertainment AB, Oct 05 – Feb 20
- **Chairman of the Board**, Fox-Paramount Home Entertainment AB, May 17 – Feb 20
- **Board Member**, The Swedish Video Distributors Association, Dec 14 – May 17
- **Deputy Board Member**, Fox Interactive Media Sweden AB (aka. “Myspace”), May 07 – Nov 07

---

## EDUCATION AND TRAINING

---

- **Master of Science (M.Sc.)** in Business Administration, Lund University School of Economics & Management
- **Bachelor of Science (B.Sc.)** in Business Administration, Lund University School of Economics & Management
- **International-, industrial- and service marketing courses**, Università degli Studi di Firenze
- **Professional Board Work Course**, Michaël Berglund Board & Leadership Services
- **European Leadership Development Program**, News Corporation
- **Negotiation Training**, The GAP Partnership

---

## LANGUAGES

---

- **Swedish** Native, fluent
- **English** Fluent, +25 years of conducting business in English
- **Italian** Fluent, University courses in Italian language, university marketing courses in Italian
- **Norwegian** Career long experience of conducting business in Norway.
- **Danish** Career long experience of conducting business in Denmark
- **French** Basic high school level

---

## ADDITIONAL SKILLS AND ACHIEVEMENTS

---

- **Industry Leadership and Advocacy:** Championed the creation of the Digital Entertainment Group Nordic, setting industry standards and launching educational campaigns. Appointed as Chairman of the DEG Nordic and Board Member for the Digital Entertainment Group Europe (Jul 18 – Nov 19).
- **Global Sales Champion:** Won international award for campaign on Avatar that resulted in best Blu-ray sales results worldwide.
- **Pioneering Marketing Campaigns:** Conceptualized and executed the largest physical media campaign in the Nordic region with the James Bond DVD collection release in 2007. This groundbreaking initiative not only achieved record sales but also created a new business model for the newspaper industry, demonstrating my ability to leverage media synergies for unprecedented business growth.
- **Tetra Pak scholarship:** Selected for the prestigious Tetra Pak scholarship, awarded annually to a few high-caliber Swedish business and engineering students, I undertook a three-month marketing internship at Tetra Pak’s unit in Bangkok, Thailand (Jun 95 – Aug 95)
- **European Business Academic:** Awarded Erasmus scholarship for studies at the University of Florence.
- **National representation:** During military service with the Swedish Armed Forces, serving as a Platoon Leader, I was selected to represent the regiment’s servicemen at the national servicemen’s congress 1990.
- **Competitive Excellence:** Gold medalist at the Nordic Championships in Tae Kwon Do 1988 and member of the Swedish national Tae Kwon Do team. Gold medalist at the Swedish Nationals 1987.

---

## PERSONAL INTERESTS

---

- **Travel** with family.
- **Crossfit** for health.
- **Youth football** for the development of young people.
- Self-studies on **Business Strategy** for personal development.