

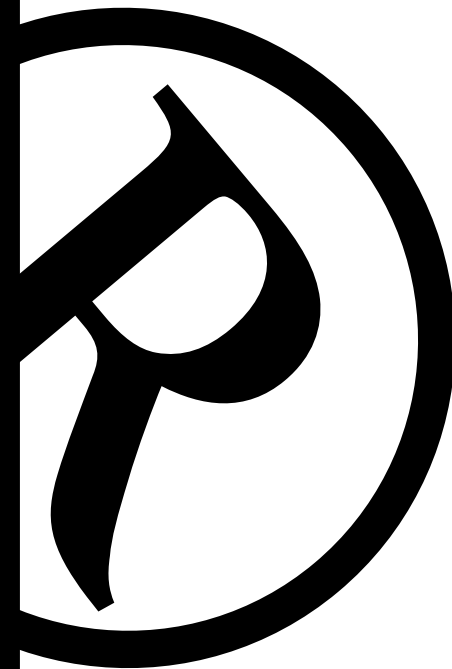
ROMAN PIXELL

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CURRICULUM

VITÆ

December 20th 2007



PROFILE

Concept and business development, marketing and new media. Broad knowledge and understanding of mobile technologies and business logics within mobile internet. Networking, negotiation, presentation and language skills.

PROFESSIONAL EXPERIENCES

1998-Today, Founded Karmatic Experience Group (Pixell Productions), a company within conceptual design for digital communications and marketing. Current and former clients include SAS (Marketing & Sales), Caterpillar Sweden (Engson), Svenska Taxiförbundet, Stockholm School of Economics, Gränsfors Bruk, Woolpower, Fluid Minds and Geelmuyden-Kiese.

1999-Today, Self-employed freelance writer and photographer. Published on- and off line in various publications such as Handshake.se, Macworld, Datormagazin, Mobil and Macnytt. Articles, editorials, chronicles and interviews mainly deal with wireless and hand-held technologies, future research, personal integrity, wireless security, marketing and market monopoly issues. Occasional marketing consultation projects, copy writing, web development and graphical design.

2001-2002 Master's Thesis research work at Telia's R&D division (formerly Telia Research, Swedish Telecom). The thesis explored the area of System Dynamics from a combination of marketing and cash-flow perspectives. Focus on the roll-out of public wireless computer networks in the Swedish domestic market with Telia Homerun's wireless WLAN infrastructure used as the primary reference case.
<http://www.pixell.net/doppler/thesis/>.

2000-2001 Course assistant for the marketing course 'Electronic Commerce' at Stockholm School of Economics. Duties consisted of seminar arrangements, video documentation and the booking of external lecturers.

1998 Consultant and Project Manager at Site Management PNM, a company within the A-Com Group (Citibank). Primary responsibilities included starting up a web agency in Russia and the managing various intra- and extranet projects. Worked with both external clients and companies within the A-Com group.

1997 Consultant at Tetre AB and Spray Network AB merger.
Focus on concept development within unified messaging and communications.

1996-1997 Consultant for Kulturhuvudstaden 98, Stockholm's European Cultural Capital Project of 1998. Concept development, business plan creation and budgeting for a youth radio station.

1996-1997 Founded Mammon Production. The company provided a consumer directed price comparison service at Sweden's then-largest web portal, Torget.

1994 Erma Kemi AB detergents (sales representative)

EDUCATION

2007 MSc from Handelshögskolan i Stockholm (Stockholm School of Economics, SSE). Consumer Marketing and Branding.

1995 Military Service (reconnaissance at Livgardesregementet/II)

1994 Nat-Sci High School (Enskilda Gymnasiet)

1992 French studies at l'Université de Dijon

LANGUAGES

Swedish, Russian, English and French

TECHNICAL SKILLS

Photographing and darkroom

Radio broadcasting (program speaker, DJ, marketing and others)

SOFTWARE AND PROGRAMMING SKILLS

PowerSim, iThink/Stella, SPSS, Adobe CS and Lightroom, Aperture, Office Mac OS, Newton OS, Palm OS, Symbian OS, PPC and Windows. HTML and JavaScript. Some database skills (PHP/ASP/MySQL, FileMaker). Fast learner.

INTERESTS

Parentship, Writing, Cooking, Yachting, Camping, XC Cycling, Print- Industrial- and Web Design, Photography, Jazz and other rhythm based music, Friends

OTHER EXPERIENCES

2007-Today, Accountant of Mossutställningar Art Exhibition

2006-Today, Accountant of Ryssjan Housing Association

2003 Board member and treasurer of Årstaviken Yacht Club

2002-2006 Vice Chairman and board member of Metaren Housing Association

2000-2001 Extended travels in the Indian subcontinent

1998 Member of the Russia Group and Art Director for the report 'The Market of Consumer Goods in Russia', Students Association at SSE

1998 Manager of the Mediaexpo 98 web site, Students Association at SSE

1998 Tutor in photography and darkroom, Students Association at SSE

1997 Co-ordinator of the Russia Group and Art Director for the report 'Banking in Russia', Students Association at SSE

1997 Arranged Mediaexpo 97, Students Association at SSE

1995 Founded Radio Kaos, Students Association at SSE

1994-1995 Military/Embedded Photographer at Kungsängen/II