

PER OSTBERG

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Nationality: Swedish (EU) Citizen, South African Permanent Residency



EXECUTIVE SUMMARY

Entrepreneur, CEO, C-level executive, and Director with proven history of business development, general management, project management and extensive international experience from over 80 countries. 23+ years of telecommunications experience covering mobile network construction, management, content strategies, and user engagements. Combines practical knowledge of business model design, strategy, intercultural management and entrepreneurship in Africa with an Executive MBA (Honors).

- African business, regulatory environment and negotiations skills.
- Executive management skills, budget management, operations, logistics and staff management.
- Extensive strategy and business development skills.
- Project Management and Execution.
- Intercultural Management.

PROFESSIONAL EXPERIENCE

Lecturer, Speaker & Author

Africa & Europe

Lecturing and speaking at various organizations and events on a variety of subjects around Intercultural Management: "How to Build Effective Multicultural Teams", "Expatriate Pros & Cons", "The Role of Mobile Access in Africa", "Self-Publishing" and "Life as an Adventurer & Expat".

- Delivered the Commencement Speech for the Master of Science classes of 2017 at Linköping University, November 2017.
- Wrote and published "PERspective: Pros and Cons of Expat Life – Experiences from 84 countries and 25 years", April 2014.

Starfish Mobile Group of Companies

Africa

A Mobile Value Added Services (MVAS) company, operated in over 20 African countries.

Co-Founder, CEO & Executive Chairman

September 2002 to August 2018

Conceptualized and implemented an MVAS company in South Africa and grew it to one of Africa's leading MVAS companies. Designed and implemented strategic initiatives to grow the business across multiple countries, holding roles from Managing Director, Group CEO and Executive Chairman of the Group, as well as non-Executive Director of all subsidiaries.

- Sold the company in 2018 to a French multinational company.
- Founded 9 subsidiaries with local African partners in Egypt, Ghana, Nigeria, Uganda, Tanzania, Rwanda, Zambia, Zimbabwe and South Africa as well as launched operations in 12 additional African and Middle Eastern countries.
- Implemented over 50 Mobile Network Operator content supply and co-operation agreements, supported by over 200 content supply & co-operation agreements with companies from all over the world.
- Managed over 35 staff across 13 operations in Africa.
- Responsible for and managed the group's all regulatory compliances, license agreements, and operational interactions.

MSI CI Bv / Celtel International

Amsterdam, Netherlands and Africa

African focused Mobile Network Investment and Operations company, now known as Airtel Africa.

Project Director

November 2000 - August 2002

Planned and project managed mobile phone network constructions, corporate offices and retail shop refurbishments and IT infrastructure, for Celtel's networks in Burkina Faso, Niger, Tanzania and Uganda. Managed budgets up to US\$ 47 million, negotiated with local and international suppliers, managed up to 80 staff and contractors, and had dual reporting lines to the local subsidiary and HQ in Amsterdam. Negotiated with local government regulators for tower aviation clearances, interconnect agreements, import permits, building permits, etc.

- Set-up the network project organization, planned the project, and trained up my replacement Project Director in Burkina Faso.
- Set-up Celtel Niger and managed all aspects of the business until permanent MD, CFO and Project Director were appointed and arrived in country.
- Turned around the Tanzania mobile network project and implemented a nationwide mobile network in Tanzania with over 120 sites, one HQ and three remote shops in 10 months and 7% under budget.
- Created a unified and focused project team consisting of 18 nationalities in Tanzania and trained up a local project organization.
- Expanded the Uganda network while also improving the network quality from the worst in Kampala to the best.

Consultant / Project Director

January 2000 – October 2000

Planned and managed mobile phone network constructions, offices and retail shops refurbishment and office internet for the Celtel networks in Sierra Leone, Chad and Burkina Faso. Managing all local and international suppliers, staff and contractors as well as reporting financial figures and project progress to HQ in Amsterdam. Negotiating with local government regulators for tower aviation clearance, interconnect agreements, import permits, building permits and electricity supply.

- Planned the mobile network project and HQ refurbishment in N'Djamena, Chad.
- Built and launched a mobile phone network in Sierra Leone during the civil war.
- Managed local staff and international contractors during the evacuation from Freetown in May 2000.

Ericsson Radio Systems AB

Sweden & South East Asia and Egypt

A leading worldwide telecommunications equipment supplier with 100,000 staff headquartered in Stockholm, Sweden

Logistic Manager (based in Taiwan, Indonesia, Egypt & Philippines)

August 1996 to December 1999

Managed local logistics / supply units to handle GSM network rollout projects' supply of all needed equipment from all over the world, including sourcing local suppliers for non-GSM electronic materials. Training local staff in products and ordering systems and handing over the projects to local supply divisions.

- Implemented the local logistics handling and trained local staff in Indonesia and Philippines.
- Built up a GSM supply unit at Ericsson Egypt, and managed all equipment sourcing, shipping co-ordination, customs clearance, warehousing, and site deliveries.
- Implemented the global supply chain required for Ericsson's three GSM network builds in Taiwan, including customs negotiations, supplier negotiations and client negotiations.
- Built up local logistics units in Taiwan and Philippines, trained the staff in products, ordering systems and warehousing and handed over the projects after 7 months to the local supply divisions.

Project Logistics (based in Stockholm, Sweden)

January 1995 to August 1996

Managed the equipment deliveries from Ericsson's GSM network build projects in Australia, Indonesia, Philippines and Taiwan. Designing and implementing the localization of logistics responsibilities to the subsidiaries and trained local staff in product and ordering systems.

- Set-up the logistics processes and supply chain for Ericsson's GSM roll-out in Taiwan.
- Implemented the first subsidiary managed logistics flow with Australia and trained local staff.
- Created the outsourced logistics management concept and sold it in to Ericsson's subsidiaries in Australia, Malaysia, Philippines, Singapore, Thailand and Taiwan.

Linköping Institute of Technology / University of Linköping

Linköping, Sweden

Assistant Teacher

September 1993 to December 1994

Assisted and lectured with various professors in Software Project Management, Software Quality, Intercultural Management and Linear Optimization classes and project work.

EDUCATION

IMD

Lausanne, Switzerland

Executive Master of Business Administration (MBA) with Honors

June 2018

- Subjects: Strategy, Leadership, Cultural Transformation, Crisis Management, Finance Customer Insights, Discovery Expeditions in Palo Alto, Beijing/Shanghai and Mumbai

Linköping Institute of Technology / University of Linköping

Linköping, Sweden

Master of Science in "Computer Science and Engineering"

August 1997

- Major in "Project Management and Software Quality"
- Additional studies in "Intercultural Management", "Law" and "Finance"

ADDITIONAL INFORMATION

Languages: Swedish (Native), English (Fluent/TOEFEL iBT score 111), French (Basic / DELF A1), German (Basic)

Military Service: Lieutenant in the reserve, Royal Swedish Airforce.

Community Involvement: Global Cleantech Innovation Program mentor (South Africa).

Interests:

- Travel (lived, worked and travelled in 88 countries).
- Mountaineering (climbed in Nepal, Africa, South America, and South East Asia).