

Profile – Natsue Asai Ellesson

Appreciated female business developer with big incentive and commitment.



Born: June 22, 1962
Address: Hunshult 629, SE-283 94 Lönsboda, Sweden
Family: 2 adult children, 1 grand child
Language: Swedish (native language)
 English, French, Italian, German (all fluently)
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Positions: Project leader, Interim management

ELLiT AB

ELLiT AB is a consultant company target on customers with high ambitions in terms of business development. The company is in the hands of Natsue Asai Ellesson and through her network there is a possibility to complement with additional senior consultants. We are working close with the management and often on behalf of the owners in order to take control, get structure and create a course of action.

SUMMARY PROJECTS

ELLiT AB

2011-04 – in progress

Business development (Consultant)

Own company with projects in business development, internal controlling and sales/marketing. Interim management, especially for manufacturing companies.

KalbyNet IT Konsult AB

2015-11 – in progress

Business responsible (Associate nov 2015)

Kalbynet IT Konsult AB – IT company (founded 1997) developing webpages and webshops for small- and middle- sized companies. Co-associate with Kjellsa Reklamstudio AB, a company in graphic design and printed products.

Main responsible for the business, customer contacts, project management and coordinator of sub-consultants.

Carried out a project moving over 200 hosted websites to a new datacenter with a modern infrastructure. Aligned the development and maintenance of existent webpages. New price structure and standardization of contracts. Development of a sub-consultant network.

Manufacturing

2018-06 – 2018.08

2019.04 – 2019.05

Intern controlling & Financial analysis (Controller)

A small company with customers in automotive industry, belongs to an international group.

Mission from the mother company to make an internal control in order to better understand the strengths and the weakness of the company. The aim was to make an overall survey to be used as management information for the strategic business development in the company. Role as representative of mother company.

Review and mapping of production process, product calculation, customer prices, finance and organisation structure. Technical documentation of products. Analysis and recommendations to mother company.

Big international IT-consultant company
2015-05 – 2015-12

New customer expansion (Business development)

Working in the department for Infrastructure Transformation Service with mission from the management to expand new customer portfolio in South Sweden and Denmark.

Together with a small technical group, development of new sales concept to the market: "Green datacenter", storage of Internet of Things (IOT) , intelligent monitoring dashboard control system, Cyber security.

Manufacturing
2015-03 – 2015-04

Intern controlling & Financial analysis (Controller)

An aluminium casting company with more than 135 employees with customers in automotive industry.

Mission from the mother company to make an internal control in order to clarify the status of the new daughter company. Delay of deliveries despite working overtime, high qualitycosts, negative figures, lack of knowledge in some areas were some concerns. Role as representative of mother company.

Review and mapping of important business areas as raw material (aluminium) production processes, product calculation, account receivable, finance and organisation structure. Analysis and draft activity plans to mother company.

Ewes Ferroal AB
2012-05 – 2014-06

Integration daughter company (Local manager)

Ewes Ferroal AB – a small manufacturing company with 10 employees with production of chain conveyors for thermal power stations. Welding in steel and stainless steel. High professional skills in the workshop.

Mission from the mother company, Ewes Stålfjäder AB, to create a structure and owners insight in the new purchased daughter company, Ewes Ferroal. Act to develop control device in order to develop the business. Role as the representative of mother company.

Project consisted of structuring the organization, clarifying working tasks, development of marketing material, overview price calculation to customer, new procurement purchasing contract and quality assurance of the production process.

Glimek AB
1998-01 – 2011-03
1997 *)

Managing Director (MD)

MD Glimek AB, part of the Sveba Dahlén Group (The group sold to an investment company, Litorina 2011). Responsible for 60 employees, whereof 40 people in production. Own R&D, production and market department. 80% on Export and sales to more than 35 countries.

Since 1998 the sales increased from 45 mio SEK to 135 mio SEK (2008), organic growth. Triple AAA rating, strong balance sheet and key figures. All years with positive result.

Managing Director with focus on product development, marketing and sales. Created a fine tuned and a well performance management group with all involved.

*) Started 1997 as Finance-, IT- and HR-manager.

Maternity leave
1991-05 – 1996-12

Maternity leave

Both children born in Switzerland. Moved to Sweden in 1993. For the children a big step. Renovation of house and taking care of family.

IKEA
1983-06 – 1991-05

**Positions within the IKEA group in Sweden, Switzerland and Italy
 (Project manager/Sales manager)**

Different positions in the Ikea group such as logistic, range development, sales responsibility country level and store.

Positions: Goods distribution in Range Area IKEA Älmhult, Sales Manager Country organisation Switzerland/Austria and Italy, Sales responsible IKEA store in Switzerland and Finance project Purchase IKEA Italy.

EMPLOYMENTS

| | |
|-------------|---|
| 2011 - | ELLiT AB |
| 2012 – 2014 | Ewes Ferroal AB (Local manager) |
| 1998 – 2011 | Glimek AB (Managing Director) |
| 1983 – 1991 | IKEA (Logistic/ Project leader/ Sales management) |

EDUCATION

University: 1983 B.A Economics, Lunds Universitet, Sverige

Programs: Dagens Industri Karriärstegen
 Stephen Covey The 7th Habits (Year 2006)
 Sällma and JB Coaching Management

BOARD OF DIRECTORS assignment

Current:

Concluded:
 IFK Osby 2016 – 2020,
 Ewes Ferroal AB 2012-2014
 Eolus Vind (listed First North) 2009-2013
 Glimek AB 1998-2011
 Sveba Dahlen AB 2003 - 2011
 Teknikföretagen Sverige 2008 - 2011
 Teknikföretagen Region Syd 2008 - 2011