Till Svenska Skidskytteförbundets regioner och medlemmar,

Jag vill med detta brev uttrycka mitt engagemang i att, om möjlighet ges, bli en del i Svenska Skidskytteförbundets styrelse. Sporten är på en otroligt fin resa som ni varit med och bidragit till, och nu önskar även jag att bidra!

Det som gör att jag tror att jag kan bidra, är min breda erfarenhet från sportens olika byggstenar, vilket gett mig perspektiv i många olika typer av idrottsfrågor:

- Egenupplevd satsning på längdskidor, men även cykling, hela vägen från ungdomsnivå till elit
- Numera starkt engagemang inom föreningslivet där jag är ledare inom såväl Sävedalens AIKs friidrottsverksamhet, som OK Landehofs längdskidor- och skidskytteverksamhet
- Erfarenhet av större idrottsevenemang bl.a. genom styrelseuppdrag i World Cup Ulricehamn
- Styrelseuppdrag i Svenska Skidförbundet, 2012-2020 & Göteborgs Skidförbund 2020-2024
- Mediala uppdrag som sportexpert för mediahus såsom SR, SVT, Viaplay & Eurosport
- Näringslivserfarenhet, ca 20 år av ledande positioner inom olika branscher

Framför allt har jag ett stort hjärta som brinner för idrott, och jag ser idrott som en synnerligen samhällsviktig funktion. Idrott spelar stor roll i utvecklingen av barn och ungdomars fysiska, mentala och sociala färdigheter. Genom att delta i idrott får barn och ungdomar möjlighet att förbättra sin fysiska hälsa, utveckla mental styrka och lära sig viktiga sociala färdigheter som samarbete, respekt och ansvar.

Jag tror också att spets och elitidrott är oerhört betydelsefullt. Elitidrott inspirerar och skapar bredd inom idrotten, vilket leder till idrottsliga framgångar och förebilder som samlar och engagerar svenska folket. När vi ser våra idrottare nå framgångar på högsta nivå, blir vi inspirerade att själva delta i idrott och sträva efter våra egna mål. Dessutom bidrar elitidrott till att stärka nationell stolthet och sammanhållning, vilket är viktigt för samhällets välmående.

Summering av min idrottsliga resa:

- Bosatt i centrala Göteborg, med min man Daniel och 3 barn, 7-12 år gamla, aktiva i Sävedalens AIK (friidrott), Qviding FIF (fotboll), OK Landehof (längdskidor och skidskytte)
- Född och uppvuxen i Borås, med IK Ymer som moderförening
- Skidgymnasiestudier vid Torsby Skidgymnasium, 1993-1996
- Studier vid Högskolan Dalarna, Högskolan i Borås, Chalmers Tekniska Högskola, 1996-2001 och idrottsuniversitetsstudier vid Mittuniversitetet 2002-2006
- Landslagsaktiv inom MTB, landsvägscykling och längdskidåkning,1996-2006, där jag representerade Stockviks SF och Piteå Elit i längd och Borås CK och Borlänge CK i cykling
- Landslagsrepresentation vid världscuper, EM och VM, inom MTB, landsvägscykling och längdskidåkning, samt OS-deltagande i längdskidor vid Turin 2006

Summering av min näringslivserfarenhet, med några nämnda nyckelpositioner:

- Stena Trade & Industry – CEO, samt styrelseordförande för alla ingående bolag
- Volvo Cars – Director Customer Experience & Retail, Head of Program Management Lifecycle, Managing Director Volvo Bil AB
- Department & Stores, part of RNB Retail & Brands – Purchasing Director
- Nike Norway – Category Sales Manager
- Unilever – Key Account Manager

Hoppas på ett positivt svar från er och att vi ses vid Årsmötet efter sommaren!

Med vänliga hälsningar,

Emelie Öhrstig

(Bilägger även mitt formella mer affärsinriktade CV på engelska).



EMELIE ÖHRSTIG

Contact

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Core skills

- Performance Culture
- General Management
- Innovation and Product Development
- Sales Operations & Management
- Commercial Transformation

SUMMARY LETTER

I am passionate and dynamic leader who strives to create a high-performance culture based on continuous learning & improvement, empowering of employees, inclusion & diversity and steering the organization into one clear direction.

In my role as the Group CEO of Stena Trade & Industry I am responsible for a dynamic portfolio of companies; Stena Oil, Stena Aluminium, Stena Steel, Stena Confidential, HaloSep and Stena New Ventures. The operations primarily consist of trading and refinement of products and services within marine fuels, steel, metals, recycling products and confidential materials. Further, early-stage investments as well as concept development, connected to mentioned products and services.

I bring a broad background of experience across diverse industries, including automotive, FMCG, fashion and sporting goods, gained through leadership positions at well-known global companies like Unilever, Nike and Volvo Cars. Leading roles in times of large transformations, is complemented by operational experience within commercial, product development, purchasing and industrialization. I am very comfortable with leading large organizations both operationally and at group level, as well as taking on board roles.

As a former professional athlete at the very highest level; former Olympian and World Champion in cross-country skiing, I have examined how clear goals and a vision, together with hard work every day, prioritization and patience, can enable world-class performance. I believe that there is an enormous potential in every individual as well as in every team, to achieve beyond expectations.

PROFESSIONAL EXPERIENCE

2024 – **Group CEO, Stena Trade & Industry**
Globally responsible for a dynamic portfolio of companies; Stena Oil, Stena Aluminium, Stena Steel, Stena Confidential, HaloSep and Stena New Ventures. The operations primarily consist of trading and refinement of products and services within marine fuels, steel, metals, recycling products and confidential materials. Further, early-stage investments as well as concept development, connected to mentioned products and services.

The purpose of my role is to challenge and support the CEOs, both daily and in my role as the Chairperson of the Board for each company, as well as to seek and execute on opportunities for growth.

In June until October 2024, I was heading up the operational CEO role as the Interim Managing Director of Stena Stål, during recruitment process of permanent leader. I am part of the Executive Management Team of Stena Metall and report to the Group CEO /Chairperson of the Board, of Stena Metall.

2014 – 2024 **Volvo Car Group – Several assignments, see below:**

2022 – 2024 **Vice President, Head of Lifecycle, Volvo Car Corporation**
Globally responsible of the lifecycle of Volvo Cars' vehicles and all Lifecycle Programs, with the overarching purpose of making cars better and more valuable over time.

My responsibility included several global program areas (e.g., Model Years, Software Products & Offers, Software Over-the-air, Cost & Sustainability Management, Running Changes) where all cross-company's functions formally or informally reported to me (i.e., finance, quality, procurement, manufacturing, commercial, legal, sustainability). Member of the management team of Strategy & Program Management. Reporting to Global Management Team.

2022 – 2022 **Vice President, Head of Large Cars, Volvo Car Corporation**
Global lead of the next generation of large cars, from 'the cradle to the grave', i.e., from the early product definition phase all the way through the lifecycle of the product. End-to-end economics responsibility of the programs. Member of the management team of Product Creation.

2021 – 2022 **Chief Executive Officer, Volvo Bil i Göteborg AB, part of Volvo Car Group**
Volvo Bil, a subsidiary company within Volvo Car Group, operating as a retailer with showrooms and workshops, and a large leasing business. Organisational size of 550 employees, mix of white and blue collars, and a yearly revenue of approx. 5 BnSEK.

Me and my team focused on making Volvo Bil contributing to the larger transformation of the industry and Volvo Cars, with online sales, fleet management, electrification, and sustainability as important strategic areas. Furthermore, I was determined in creating a value-based high-performance culture throughout the organization, including increased diversity. During my time as CEO, we developed our way of working where we took continuous improvement to the next level with the purpose to bring out the best of each individual.

2019 – 2020 **Chief Commercial Officer, Volvo Bil i Göteborg AB, part of Volvo Car Group**
Responsible for the commercial success of the company heading up a cross-functional department consisting of commercial strategy, business development & transformation, customer satisfaction & insights, marketing, consumer digital and key account management. Part of the Management Team of Volvo Bil, reporting to the CEO.

2019 – 2019 **Global Commercial Transformation, Volvo Car Corporation**
Assigned to drive and accelerate global commercial transformation, in tight connection to the Global Management Team, together with a team of strong strategists, senior project leaders and former management consultants.

2016 – 2019 **Director Customer Experience & Retail, Volvo Car Sweden**
Leader of the department Customer Experience & Retail, with four units: Care by Volvo, Customer Care Center, Volvo Showroom and Customer Insights & Satisfaction. All units in a phase of transformation, several ongoing strategic projects. Member of the Management Team, reporting to Manging the Director. Member of the strategic council of Volvohandlareföreningen and Volvia. Board Member of VH System AB.

2014 – 2016 **Area Sales Manager, Volvo Car Sweden**
Responsible for the sales and strategic development of Volvo cars in a region of 9 dealers, to secure profitable growth and customer satisfaction in the region.

2006 – 2014 **Unilever, Nike, RNB Retail & Brands – Assignments, see below:**

2011 – 2014 **Purchasing Director, Departments & Stores Europe AB, part of RNB Retail n' Brands**
Major tenant of AB Nordiska Kompaniets' properties, by operating appr. 50 departments at NK Sthlm and Gbg, I was responsible for the purchasing team with focus on collaboration and negotiation with existing partners, while constantly looking for potential future partners and new concepts. Member of the Management Team, reporting to the CEO.

2009 – 2011 **Sales Manager Sport Performance, Nike International Ltd. Northern Europe**
Responsible to execute on the European sales strategy in Norway for the Sport Performance Categories (at that time, NOK 400M). Collaboration and negotiation with existing and potential customers, projects and processes to create long-term business success. Member of the Management Team, reporting to Country Manager.

2006 – 2009 **Key Account Manager ICA, Unilever Nordic**
Sales and trade contribution responsibility including price negotiations, trade marketing negotiations, implementation of promotional programs and product launches. Cooperation with sales force and distributors.

2006 – 2007 **Finance Business Partner (Business Controller) Home & Personal Care, Unilever Nordic**

2005 – **Owner, E Sport Sweden AB / Öhrstig Consulting AB**
Consulting in areas connected to leadership, inclusion, sports and health. Sports commentator & expert at various sport events (Olympics, World Championships) for different broadcasters and media platforms, i.e., SVT, Viaplay, Eurosport.

ADDITIONAL ASSIGMENTS

2021 – 2024 **Member of the Board, Our Normal Association**
A non-profit organization, supporting businesses and organizations in their work with inclusion, by having expertise around the concept of universal design.

2020 – 2024 **Vice Chairperson of the Board, Gothenburg Ski Association**
Regional organization with the purpose to create the best conditions for members, in accordance with the objectives of the Swedish Ski Association.

2012 – 2020 **Member of the Board, Swedish Ski Association**
Governing body for skiing, covering 9 different sports (turnaround of approx. SEK 250M). Subsidiary companies focused on the commercial parts of the elite level e.g., Ski Team Sweden AB, and international events e.g., Åre 2019.

2015 – 2017 **Member of the Board, Ulricehamn Ski Event**
Organizer of the FIS Cross Country World Cup in January 2017 (& repeated success 2019). Focus on event operations management, financing/budget and to create a strong link between the event and the regional business.

OTHER EXPERIENCES

1996 – 2006 **Professional Athlete**
Member of the national team 1995-2006 in three sports in parallel: cross-country skiing, road cycling and mountain biking.

Career Records, Cross Country Skiing:

- World Champion, sprint 2005
- Swedish Champion (individually) 2 times, 4 Silver, 1 Bronze, 2000-2006
- 1st, 2nd, 2nd and 3rd, Tjejvasan, 1998-2006
- Olympic Games, Torino 2006

Career Records, Cycling:

- Gold medallist, Nordic Championship, Mountainbike and Road Cycling 1999
- Silver medallist, Junior World Championship, Mountainbike 1996
- Silver medallist, Junior European Championship, Mountainbike 1995

EDUCATION

University Education

2001-2006 Bachelor of Science in Business Administration, Mid Sweden University
1998-2000 Industrial Engineering and Management, Chalmers University of Technology
1996-1998 Industrial Systems, University of Borås
University credits: 250 in total

Additional courses, among others

"Leadership@Volvo Cars", "Customer Satisfaction 2.0-3.0", "Program Manager@Volvo Cars", Certification in DISQ Personality Assessments, "High Potential Program" - RNB Talent Management Program, "Partnering for Profitability" - Negotiation Course, "Finance Academy Development Course", "The Seven Habits of Highly Effective People".

LANGUAGE

Swedish - Mother tongue, English - Fluent, German - Good, Italian - Basic

REFERENCES

References is given upon request