



# CV Peter Stenvall

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**”The art of selling is about creating an offer they can't refuse”**

## 1. Work Experience

- Vice President Sales Annomen Oy  
1.2.2019-15.3.2020
- VP Sales and Marketing Alektum Oy  
7.7.2016-1.2.2019
- Account Manager PostNord Strålfors  
1.1.2013- 6.7.2016
- Sales Manager Strålfors Oy 1.6.2010-31.12.2012
- Account Manager Strålfors 2.5.2007- 31.05.2010
- Sales Manager Priimus Printing Ltd  
03.09.2004- 2.2.2007 (Part of Hansa Print)
- Sales Manager Acta Print Ltd, 01.07.2003 – 30.6.2004. (West export, Nordics, Alma Media)
- Product Manager Edita Acta Ltd,  
01.10.2002 – 30.06.2003
- Customer Co-coordinator Edita  
10.01.2000 - 30.09.2002
- Team leader for Call center Suomen Lehtitalot Ltd,  
18.08.1997 – 24.11.1999
- Research assistant A & M – Research Helsinki,  
06.11.1996 - 22.09.1997

## 2. Education Summary

### **Henley Business School**

Professional Certificate in Coaching 2019-2020

### **Svenska Handelshögskolan**

Executive MBA 2013–2014,  
International Management and Finance

### **Arcada University of Applied Sciences**

Bachelor 1997–2001, Business and Administration

### **Svenska Handelsläroverket**

Business College Graduate 1995–1997,  
Marketing and Business administration



### **3. Professional Profile**

A result and target driven, people- and business oriented leader with background of innovative solutions for international sales and development. I am used to facilitate and conceptualize new business models that help the organisation not just to communicate but to actualise value with win-win outcomes.

I have an Extensive C-level network and contact skills that are essential in staying abreast business developments and market trends and in finding the right people and partners to take businesses forward and beyond.

### **4. Personality strengths**

- Experience in managing sales operations and developing value creation processes
- Proven track record in Sales of complex B2B solutions, with R&D and other technical elements
- Strong motivation and track record in leading and coaching sales teams
- Strong track record in change management and organization development with the ability to engage and motivate others
- Hunger and humility for constant learning
- Belief in the value of creating a culture for open discussion with trust, responsibility and freedom



## 5. Language skills

*Swedish* Prominent spoken and written skills  
(Mother tongue)

*Finnish* Prominent spoken and written skills  
(Other language at home)

*English* Excellent spoken and written skills

*German* Basic spoken and written skills

*Norwegian* Elementary skills

*Danish* Elementary skills

## 6. Contact info

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Twitter: @StenvallPeter

Instagram: peter.w.stenvall

website: [www.peterstenvall.com](http://www.peterstenvall.com)

## 7. References

Available at request

## 8. Hobbies and interests

- Yoga (stillness, mind emptiness, focus and concentration)
- Country house activities all year round: skiing, walking in the forest, gardening, boating, sauna, cycling
- Family travelling