

alumni

Google

My dream job...

HQ in Silicon Valley in San Francisco

Karolina Andersson, originally from Sweden and a former student of JIBS, is now living the American Dream. She has worked her way up and is currently employed at Google in Silicon Valley. In our interview she gave away her secret and told us how to find your dream job and be successful in your career.

Words by JANINA HILLENHAGEN

Tell us about yourself and your background

I was born and raised in Arvika but had always felt an urge to see the world. After graduating from high school I went to Chicago to work as an au pair and had an amazing year. Coming back I decided to start studying and went to the University of Linköping for a year, after which I realized I did not have passion for my chosen subject. It was a hard decision to leave school, but I needed to figure out what I wanted to study. For the following two years I alternated working and travelling all over the world. The experiences led me to realize I wanted an international career. However, I was still a bit unclear on what that career should entail so I decided that Economics would be broad enough of a subject so that I could figure out my career path.

When looking at my goals of a broadly accepted degree with an international focus JIBS seemed to fit perfectly. I applied and got accepted to the program International Economics & Politics. I initially chose Politics as my major but after my first year realized I had more interest in Economics and switched track. During my third year I studied abroad at the City University of Hong Kong for one semester and then did an internship at the Swedish-American Chamber of Commerce in San Francisco for another semester. After graduating at JIBS I started applying for jobs and stumbled upon an

ad for open positions at Google's European headquarter in Dublin, Ireland. I applied and eventually landed the job. I moved to Ireland in September 2008, where I worked for two years before transferring to Google's headquarter – and birthplace – in Mountain View, California, also known as Silicon Valley.

How is it to live in San Francisco?

I have been in San Francisco for just over 2 years now, so it definitely is starting to feel like home. My husband, whom I met in Hong Kong while on my exchange semester, is from here, so when he wanted to leave Ireland to move back home I started working on my transfer with Google.

San Francisco is like no other place I have ever experienced. Within a three hours radius you have the sunny beaches of Santa Cruz, amazing surfing in Big Sur, famous

Wine Country of Sonoma Valley and Napa Valley, and world class skiing around Lake Tahoe. It is an amazingly diverse area and that is definitely also reflected in San Francisco itself. San Francisco has always been the cradle of liberal thinking in US – think of the hippies and gay rights - and has attracted people from all over the world. Nothing is really considered weird here, which I love. It is very hard to ever get bored in this city.



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The San Francisco Bay Area is the home of Silicon Valley, where companies like Google, Apple, Facebook, eBay, Yahoo!, and Oracle are all headquartered. Silicon Valley has fostered an absolutely unique entrepreneurial spirit that is now helping companies like Instagram and Pinterest to become household names. It is very inspirational to be around!

What are your tasks and responsibilities at Google?

The four years I have spent with Google has been working with AdWords, which is Google's online advertising program. Online advertising is most often referred to as Search Engine Marketing (SEM) or PPC Marketing (Pay-Per-Click), referring to ads on Search Engines such as Google, but also includes display advertising (showing ads on web properties) and video advertising.

Google sells the advertising space on the Google search result page, on YouTube as well as on the enormous network of partner websites that Google have. I manage a set of clients that use the AdWords program to reach their marketing goals. I support them in their marketing online and introduce them to new products we release. My team and I do a lot of analysis to make sure clients reach their goals, whether their goals are strictly ROI (Return On Investment) focused or more brand focused. Since our product is online based, and at times quite technical,

“FREEDOM of course comes with responsibility, but being RESPONSIBLE for your own success is very EMPOWERING and let you be in charge of you own progress and career”

I also spend a fair amount of time troubleshooting issues with the advertising campaigns - such as a client's ad has a non-functioning link to their website or a video ad has not been uploaded to YouTube properly. Online advertising is also an incredibly fast paced industry, so we have to continue learning on a daily basis to keep up.

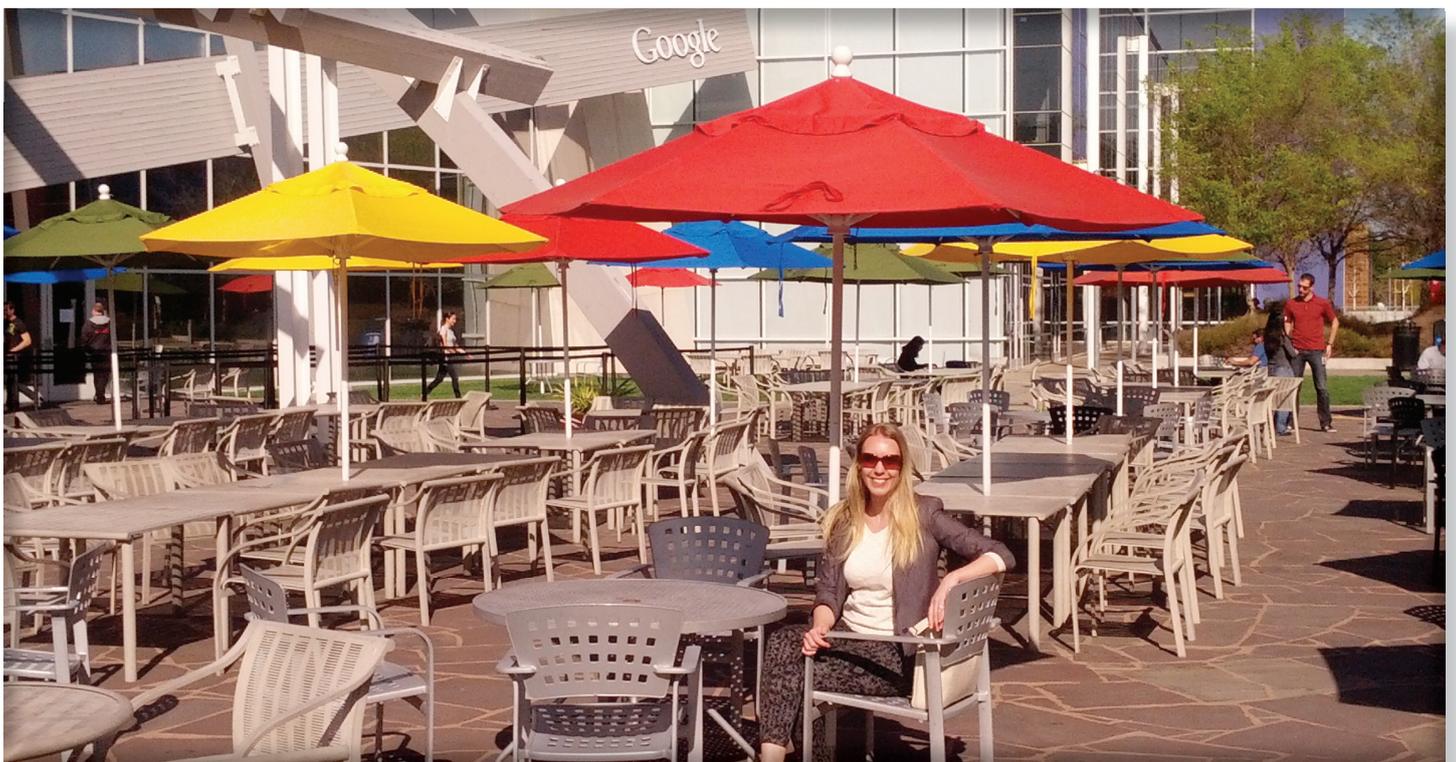
For many students it seems like a dream job but how is it to work at Google?

Google does an incredible job at keeping their employees happy. What you have heard is probably mostly true - we do have free food, three meals a day plus fully stocked kitchens all over, free shuttle buses from

San Francisco to Mountain View, gyms and massages at the office, and lots of fun events, such as an amazing Halloween party and almost weekly celebrity visits. But perks like these are only as good as the job you have to do. No food in the world could keep me at a job I did not truly enjoy.

I have lots of freedom in performing my job at my best ability - no micro managing from anyone - which suits me perfectly. Freedom

of course comes with responsibility, but being responsible for your own success is very empowering and it lets you be in charge of your own progress and career. Google is very un-hierarchical and I feel that I can have open and honest conversations with my mana-



ger, who really cares about me thriving and becoming better at what I do. We also have access to numerous trainings, anything from industry specific, to learning to speak well in public, which is great for developing new skills. In four years I have already had two different roles in two different countries and the opportunities here at the HQ are endless. Google has proven to be a dream employer.

Did you do anything special during your studies, to stand out from other students?

I was actually Editor-in-Chief of JIBS United for one year, which proved to be one of the things the hiring committee at Google really liked. It showed entrepreneurial spirit and that I was someone who could handle several projects at once. I also had something very concrete to show for – I used copies of my Editorials in my application to Google. I also worked part-time during my time at JIBS – it helped not only financially, but I also gained some valuable work experience and again proved that I am hard working and a go-getter. In addition to that, studying in English and spending time studying abroad was immensely helpful when I wanted to pursue a career abroad.

Looking back at what you have achieved, how would you answer the question "How to succeed in your career"?

Be open to learning throughout your career. I did not learn any of the things I need to know at Google when I was at JIBS, I had to learn it all on the job. I continue to learn every day and my expertise in the field would quickly go stale if I did not.

Secondly, be willing to take risks and accept challenges. It is OK to fail. Just owe up to any mistakes, learn from them, and move on. And never make the same mistake twice. Managers want to manage people who are ready to take on responsibility and grow in their roles. It can be stressful to take on new tasks or projects, but you will grow immensely from it. Never lie. Not in job interviews, not on the job. Just don't.

Also, do not underestimate your social skills. Large part of my role at Google is building relationships with our clients and I meet new clients almost weekly. Take part in networking events at school and outside school and learn how to introduce yourself properly and carry a professional conversation. My motto is usually: two ears, one mouth. Listen twice as much as you speak. You will be surprised how much informa-

tion is given to you without you even having to ask if you just listen.

Do you have any advice to current students at JIBS? Get engaged in some extra-curricular activity. Pick something that you really enjoy, take on responsibility - especially something with budget responsibility - and get involved with people in the work-world. They can give you great insights and might be valuable contacts in the future.

Try to find a part-time job. If it is related to the field you want to work in that is great, but any job is good. I worked a variety of jobs, much of it waitressing, which is not related to my career at all, but you still learn important things like good work ethic, build stress tolerance, and manage your time and energy. It is invaluable to get as much work experience as possible.

“NEVER lie. Not in job interviews, not on the job. Just do NOT”

Study abroad. You learn so much about yourself and you get to see the world and get to know amazing people. I have friends all over the world that I met in Hong Kong. Other countries affect almost every company nowadays and cultures and you will be expected to collaborate with colleagues or customers from very diverse backgrounds. The more exposure you have had to the world the better you will be able to handle the challenges that come with a global business world – and take advantage of the opportunities that also come along.

Lastly, do not be so worried about getting the dream job right from the start. You might have to start as an assistant, but that does not mean that you will have to be an assistant for the rest of your life. You might want to work at a multi-national company, but will have to start at a small export business in Jönköping. If that is the case, make sure to take the chance to work on tasks that will be valuable once you apply for that next dream position at your dream company. I think at times it is harder to start at a large company, since your work tasks might be more limited and it is harder to show off how amazing you are among lots of amazing people. At a small company you might have to make the coffee but you can also get a chance to work on their accounting, their marketing plan and their purchasing cycle. So do not underestimate what you can learn at each job, like I said earlier, even as a waitress I learned things I make use of today at Google. 🙌

Alumni

The network of JIBS graduates is spanning across more than 70 countries around the world and many former JIBSers choose international career paths. As JIBS alumnus you can increase your network base and utilize contacts in getting an inspiring job in Sweden or abroad. Here you can read about former JIBSers, see where they reside and what they aspire to become.

Cristina Corti

Year of graduation: 2012
Programme studied at JIBS: International Marketing
Age: 24
Occupational title: Accounts Payable Analyst at Syncrude Canada
Resides in: Fort McMurray, Alberta, Canada
Major career goal: "My objective is to learn from every work experience I have and eventually evolve to a challenging and satisfying job in a marketing and communication agency"



Nikoletta Konstantopoulou

Year of graduation: 2012
Programme studied at JIBS: International Financial Analysis
Age: 26
Occupational title: Tax Consultant, Transfer Pricing team, Deloitte
Resides in: Athens, Greece



Bart Berende

Year of graduation: 2012
Programme studied at JIBS: International Marketing
Age: 27
Occupational title: Trade Marketeer at Reckitt Benckiser
Resides in: Amsterdam, The Netherlands
Major career goal: "To become successful creative marketeer while going to work every day with a big smile on my face!"



Aiga Dudele

Year of graduation: 2012
Programme studied at JIBS: Strategic Entrepreneurship
Age: 25
Occupational title: Customer Responsible, SEB Latvia
Resides in: Riga, Latvia



around the World

Anne Patthaveekarn
Kasiphongphasian

Year of graduation: 2009

Programme studied at JIBS: International Logistics and Supply Chain Management

Age: 30

Occupational title: Oriflame Cosmetics AB as Global Supply Planner

Resides in: Stockholm, Sweden



Abdul Ghaffar

Year of graduation: 2011

Programme studied at JIBS: Innovation and Business Creation

Age: 33

Occupational title: Deputy Coordinator at the Institute of Management Sciences, Entrepreneurship Development Center

Resides in: Peshawar, Pakistan

Major career goal: "Work in academia and enable the creation of global-change-making organizations"



Mihai Leontescu

Year of graduation: 2012

Programme studied at JIBS: Business and IT Management, and Innovation and Business Creation

Age: 24

Occupational title: Social media community manager for Romania at EC (European Commission) Representation and EPIO (European Parliament Information Office)

Resides in: Bucharest, Romania

Major career goal: "To work with European affairs and promote student mobility, particularly in Europe through non-formal education opportunities such as student exchanges among European countries"



Debora Di Giacomo

Year of graduation: 2010

Programme studied at JIBS: Information Technology and Management

Age: 29

Occupational title: IT Consultant, PwC

Resides in: Brussels, Belgium

Major career goal: "My career vision is to work towards improving people's life quality by optimizing the use of technology. This means helping governments, private companies and NGOs to efficiently improve their eServices in order to benefit society as a whole"



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Coffee Break



*Yulia
Lukyanchenko*

Words by ANASTASIJA KOROTINA

This is a story of a young woman who graduated from JIBS just two years ago, in 2011. Yulia Lukyanchenko moved to Sweden from Ukraine in 2008 when she heard about JIBS and decided to come to Jönköping to study International Management. It was a perfect combination of English language practice, opportunities to study abroad and entrepreneurial activities. When arriving to Jönköping all she knew was that JIBS was a quite new institution with an international profile.

During her studies, Yulia was an active student involved in all possible projects. She was a part of the Student Union, worked at Akademien and helped during the International Days. She was also involved in the International Association and worked with international students. At JIBS Yulia met a lot of friends with different backgrounds, a mixture of international and Swedish students. Looking back Yulia says “Maybe, you do not really understand it while studying but the people you meet during your time at the University are your future network”. Today, Yulia has friends all over the world, in The United States, Canada and South America. When she travels through work she always tries to meet up with friends whilst in their respective country.

Yulia finished her studies in June 2011 and already in August she started her Trainee Program with a company called Nefab that is specialized in industrial packaging. Nefab exists in more than 30 countries and has around 3 000 employees all over the world; a small, but at the same time, global company. Many of the current colleagues at Nefab are international as well. In the office where she is currently working the staff includes people from Germany, Portugal, France and herself from Ukraine.

“It is good to have different views and perspectives while working with different people around you” says Yulia, since she believes the key point for a successful business is to have people with different backgrounds. To be able to do so it is important to be flexible and open-minded while making a career. Never mind how much it can differ from the things you are used to, because it might teach you something new about yourself in the end.

During her work at Nefab Yulia continued to be active

and was again involved in different projects. The Trainee Program took Yulia both to America, Asia and several countries in Europe. This opportunity did not only bring her brilliant experience, both culturally and professionally, but she also gained new knowledge about herself. People working with Nefab travel a lot, which means that there are always hilarious stories related to cultural differences.

In May 2013 a new journey and another step in Yulia’s career will emerge. She will move to Dallas, Texas in the United States and work for Nefab’s subsidiary, as an Aerospace Segment Manager in a team responsible for business development. Spending upcoming years in the United States will most likely be an unforgettable

experience and is something Yulia is really looking forward to! The feeling that she will somehow contribute to the success of the company has always motivated Yulia to strive forward in her career.

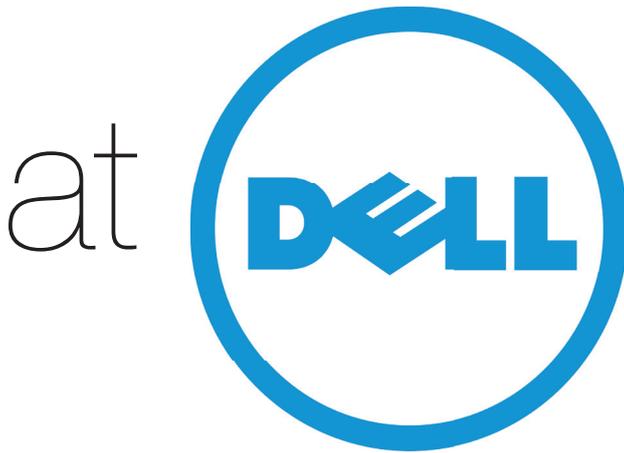
“Get out of your comfort bubble”, is the piece of advice that Yulia would like to give to everyone while reading this article.

“School should not be just about studying and hanging out. It should be about networking, being involved in different projects, experiencing new things and being more open-minded.” Be more willing to try different things! Here you meet your future friends and, maybe, business partners. I have learned a lot from people I met in Jönköping. Professors and students, they all gave me some useful guidance for my future career.” In the end of our conversation I asked one last question “What is your general goal today?” and the simple and honest answer I received surprised me: “I just want to enjoy my life. Like the famous saying: Do what you love and love what you do. This is the goal of my life!”

Walking home I started thinking about success. Why does some people achieve their dreams and obtain the dream job right after graduation, when other people continue with a job that they do not like their entire life. In the end I think it is about personality and ambitions. Dream, be inspired and do not put yourself down. Join the Student Union, get involved in projects, meet new people, get out of your study bubble, get out from any bubble! Strive forward and maybe in a few years you will see your name in the article “Coffee Break with...” ☺



My Dream Job...



Words by ANDREA KREINER

After finishing his Master Degree (Civilekonom) in 1999 at JIBS, Johan Lundgren moved to the U.K to gain his first work experience. He joined an IT marketing company, focusing on how to centralize marketing departments and outsourcing. After a few years Johan left his first employment to further widen his experience. He continued working in the IT marketing and sales sector, taking on different responsibilities within the markets of Northern and Eastern Europe. About eight years ago, Johan started working for Dell.

Tell us about yourself and your background. How did your career path lead you to Dell?

“I was approached by Dell. They wanted to set up a new marketing department. Their current team had left or gone on to other things and they wanted to restructure and asked me to help with this process. It was a great experience with a lot of freedom, but I was also faced with many challenges. In the first years I worked at Dell we moved from being a big successful company to the world’s biggest IT company in our segment. So it was very successful, big changes happened and it was a good experience. I have obtained a number of different roles within this team, including working globally with global acquisitions. After that I went on to what is called “CRM Lead”, a position I maintained until a year ago. It was about building a new department and bringing together cross-functional teams to create a new area. This gives us the opportunity to add value to the business. Today I am, once again, working on setting up and managing a team, working in between marketing strategy and finance”.

Would you say that this is your dream job?

“All jobs have pros and cons of course. What I really appreciate with this job is that I always continue to be challenged, which helps me develop and succeed even further. I am not saying that I have not been challenged before. Usually, I have worked in international customer relationship management (CRM) and international marketing has always been my areas of expertise. So, whenever I have been coming to a new job I was expected to bring a lot of knowledge in this area. But this time I am working with finance, which is new to me. It really changed me”.

How important do you think is networking is to get to your dream job?

“I think it is crucial. There are different types of networking. Most of the time what I found is that the best networking experiences you have, are the ones you do not label as networking. If you are not an outgoing person, you need to push yourself to be social and network! It is a work you need to learn, a task to accomplish. Having that said, most benefits of networking come from the informal type of networking. I mean, sometimes you meet people and you have no idea that they can help you in the future”.

Writing a good application is definitely one important step to get your dream job. What would you recommend students to do to stand out from other applicants?

“First of all, learn more about the company you are applying for. There is a lot of pre-study that can be done to get a feeling about what sort of company it is. And as always, you should check before if you know someone working at the company, for example through LinkedIn. If you have a person who can help recommend you it can probably put you at the top 10% of the applicants. Focus on what you think they are looking for, not only that you will be perfect for the position, you need to be specific. From there you will of course need to be a good fit for the company, but this gives you a head start”.

According to you, what is the most important thing for students to consider when wanting to work in this sector?

“The IT industry is a quite young industry, and it is moving fast! The culture within these companies is often quite youthful and it creates a very creative atmosphere. If you want to work in this sector there are three main things you need





to do. Firstly, you need know how to mediate information in a good way, to be able to convert technology into customer value and solutions. If you look at the successful IT-companies today they know how to present a multi-million-project in three words. Secondly, you need to be able to know your numbers as well as how to calculate different business cases. What are the metrics we are going to change with this solution? Thirdly, be able to keep a customer-oriented mindset! The customer should always be in focus!”

Looking forward, where do you see yourself in 5 to 10 years from now? What are your ambitions for the future?

“Well, I hope I am still enjoying coming to work every day. And I probably still work internationally, maybe in another region within Dell or with another big corporation. I think I will still be in the B2B Corporation in the marketing/sales environment, I do enjoy that. My real passion is still within international sales and marketing.”

Looking back, how did you experience your time at JIBS?
 “Being at JIBS was fantastic. It was really an entrepreneurial atmosphere and all of the professors were totally new and

very passionate about their subject and passionate about establishing Jönköping as one of the best schools in Sweden. I also liked the focus on being an international school of very high class, the exchange year and that they also bring international students here.”

“I also liked the FOCUS on being an international SCHOOL of very HIGH CLASS, the exchange year and that they also bring INTERNATIONAL students here”

Do you have some advice for our fellow students who seek to have a great career like you?

“Find an industry you are passionate about rather than maybe saying ‘I want to do exactly this’ and ‘I would never do this’. Focus on the industry; grow from there, that would be my advice. If you are not being challenged, if you are not learning things in the beginning of your career you will no be able to get to

the next level. Most people need one or two or three years before you really understand how to add value to the company, and maybe more importantly how you can actually apply that value to other people. So that would be my advice, to not just think about what you do once you are hired but actually think about how you impact the organization. So, you can explain ‘This is why I come to work. This is what I do. By doing this, you will be prepared to transfer internally, try new things, but also change company if you want to’.” 

Alumni around the World



Joel Ankarberg (Stockholm and Hong-Kong)

Year of graduation: 2006

Programme studied at JIBS: Internationella Ekonomprogrammet

Age: 31

Occupational title: Global Product Manager at H&M

Major career goal: "Create sustainable results, for a more sustainable world"

What career advice would you give to new students at JIBS? "Be aware of your weaknesses and develop your strengths. Complement your weaknesses with the right people around you, and focus on what you do best. And have a lot of Fun!"

Nils Bjelkfors (Xiamen, China)

Year of graduation: 2003

Programme studied at JIBS: Internationella Ekonomprogrammet

Age: 34

Occupational title: Project manager, Eyes On (business owner), Mascus in Asia

Major career goal: "To make Mascus the number one player in heavy machinery online classifieds on the Asian market"

What advice would you give to new students at JIBS? "Take the opportunity to study abroad at any of JIBS partner universities during your studies"



Petrocella Louise Thomas (Lusaka, Zambia)

Year of graduation: 2011

Programme studied at JIBS: International Management

Age: 26

Occupational title: Office Manager at Tembo Mulengeshi & Chanda Legal Practitioners

Major career goal: "My career goal initially was to go into the banking sector and succeed there. But having worked in a law firm, I have taken an interest in law and have now decided to get a second degree in law which I will begin to pursue next year"

What career advice would you give to new students at JIBS? "Do what you love and do it with diligence. Work hard in silence. Let your success make the noise"

Obaidur Rehman (Islamabad, Pakistan)

Year of graduation: 2012

Programme studied at JIBS: International Economics and Policy

Age: 23

Occupational title: Business Analyst at MTBC (US Healthcare IT company)

Major career goal: "To establish a managerial career within transaction and business process consulting services."

What advice would you give to new students at JIBS? "Come into school with an open mind and utilize the time at JIBS to explore various disciplines, to explore your core competencies and network aggressively."



Laura Baas (Hoogwoud, the Netherlands)

Year of graduation: 2012

Program studied at JIBS: International Logistics and Supply Chain Management

Age: 25

Occupational title: Import specialist/planner at Ahold, responsible for the logistic purchase of the wine/port/beer sold at i.a. Albert Heijn, one of the biggest supermarkets of the Netherlands.

Major career goal: "Having a job in which I can combine my interests and education. I want a job that does not feel like work because I love what I am doing. Preferably with an international network so I can see and learn from the world while working"

What career advice would you give to new students at JIBS? "Keep your knowledge up to date and extend to other fields than what you are educated in. This will make you discover and understand other fields of the business world. But mostly - do not settle for less than what you are worth"



Derk Brinxma (London, United Kingdom)

Year of graduation: 2012

Programme studied at JIBS: International Marketing

Age: 27

Occupational title: International Online Marketeer Expedia.com Inc. (www.expedia.se), responsible for the online marketing of all Search Engines, such as Yahoo, Google and Bing, in 23 countries and in 16 different languages.

Major career goal: "I would like to have my own business that will operate internationally"

What career advice would you give to new students at JIBS? "Step out of your comfort zone and keep on challenging yourself by taking on extra curricular activities and international opportunities, such as exchange programs or internships. Don't be scared to fail, failing only makes you stronger and helps you build a unique story that makes you interesting for your friends, but more importantly also for your future employer"



Anders Nilsson (Stockholm, Sweden)

Year of graduation: 2011

Programme studied at JIBS: Civilekonomprogrammet

Age: 26

Current occupation: Research Analyst & Coordinator, Universum

Major career goal: "Be a key player and affect strategic decisions in an international company"





Coffee Break

with

Christian
Ljunge

Words by MOA ZACKRISSON

The coffee is almost burning the top of my fingers from the cup in my hand and I can feel the excitement in the air. Inspiration comes in many forms and strike randomly. Some days you can find abundance of creative energy, but to achieve this on a daily basis you have to surround yourself with people who inspire you.

This is a story of a man who graduated from JIBS' commercial law program in 2009 with a master in commercial law. Christian Ljunge moved to Jönköping in 2004. JIBS was known as an untraditional business school, offering a new kind of law programme with a focus on business law. He found JIBS to be a source of inspiration for young entrepreneurs to develop new business ideas. By offering the students the opportunity to study abroad, he believes JIBS also give the students a unique chance to develop a global mindset, which is very important in the business world.

During his time at JIBS, Christian was involved in different projects within JIBS and he worked alongside his studies. Christian spent his 9th semester abroad in Malaysia where he, on top of writing two essays, took two entrepreneurial classes. After starting at the University in Malaysia he got in contact with western companies and was given the opportunity to work for a Malaysian law firm. When he did not have mandatory classes he spent his time working with English law.

After graduating from JIBS in 2009, Christian started working at the Department of Agriculture in Jönköping. Christian has as long as he can remember been interested in helping people and in 2010 he applied for a position at Nordström Assistans in Stockholm, as a corporate counsel. After this, Christian's career has continued within the company. In 2012 he was selected to the COO of Nordström Assistans. In 2013 another

journey and another step in Christian's career emerged. He became the CEO of the company and Nordström Assistans has since then opened a new office in Jönköping. Nordström Assistans currently has four offices in Sweden, which are in Stockholm, Malmö, Gällivare and Jönköping. Looking back, Christian says, "The law program in Jönköping gave me an outstanding education and has given me a solid foundation of knowledge within entrepreneurship".

Although Christian always had an interest for law, he believes the reason behind his success is his affection for entrepreneurship and the willingness to achieve goals within the business. "To be able to work with people and follow their personal development is what inspires me", Christian says. He believes the largest achievement in his career is to have surrounded himself with people who believe in the work he does.

A piece of advice Christian would like to give the students at JIBS is to look for opportunities that will make you grow. "The opportunities does not only prepare you for

the life after JIBS but will also make your time at the University more remarkable. Use the network you gain from going abroad and approach companies to get a job or an internship. The worst thing that can happen is that they say no and then you probably left a pretty good mark from approaching them".

As the coffee break ended I walked home astonished with an eagerness to look for opportunities around me. Regardless if you are arriving to Jönköping for the first time, going abroad, or starting a new job in August, do not forget to surround yourself with people with an unlimited passion for what they do. Strive forward and then maybe in a few years you will find your name in the article "Coffee Break with..." ☺

"The law program in Jönköping gave me an OUTSTANDING education and has given me a SOLID foundation of KNOWLEDGE within entrepreneurship"

Dream



Job at

PORSCHE

Matthias Kadner, Logistics Planner at Porsche Leipzig

Words by ANNE SCHLEGEL

Illustration by ANNA KOIVUMÄKI



Tell us about yourself and your background
I was born and raised in Hamburg, and received my bachelor degree in economics in Luneburg, Germany, with a specialisation in logistics. I liked the idea of undertaking a bachelor and the master program at different universities, so I researched and found the 2-year JIBS Master program in “International Logistics and Supply Chain Management.”

When I started my studies at JIBS I was surprised to hear that we even had the possibility to go abroad again from Sweden – an opportunity I had not even considered before. I spent my exchange semester in Singapore, at the Nanyang Technological University. During that time I also applied and got the opportunity to write my Master Thesis at Volvo Technology. After finishing my Master at JIBS I applied to several major car manufacturers and was lucky to get my job at Porsche Leipzig.

What are the tasks and responsibilities in your job?

I am a logistics planner at the Porsche factory in Leipzig. Our plant produces about 500 Porsches per day. The models produced are the Porsche Cayenne, the Porsche Panamera and the Porsche Macan – a new model, which will be introduced in November 2013 at the Los Angeles Auto Show.

My area of responsibility is the final assembly line, starting at the point where the power train meets the body of the car- this is called the “marriage” - and ends with the car completely manufactu-

red and prepared for national and international shipment. The most important goal is that the assembly line functions without any interruptions, but we also have to find a consensus between costs, quality, and security of production. In this process I am the interface between various different departments, for instance production, quality, the suppliers and logistics service providers.

Why do you think they choose exactly you for the job?

I think it was the combination of my profile. First, I specialised in the relevant studies needed for the job. Secondly, the internships in automotive industries provided me with the practical knowledge. Additionally working and studying abroad provided me with good English skills and intercultural experience. In the end it is also about being at the right place at the right time. Porsche decided to build a new car - the Porsche Macan - and with that decision increased the size of the factory in Leipzig by about 100%. Is your job a dream job?

Dream job is a pretty strong term, but I can say that this job ticks many of the boxes. I work in a very dynamic environment, with lots of young and fun colleagues. In addition, there is not a single day where I do not leave my desk. All my life I have been crazy for cars and being able to see cars on the street built at "my" factory makes me very proud.

What did you learn or experience at JIBS that you can use for your work or life now?

The international surrounding was a factor for why I chose JIBS. The group work, projects and papers I had to do in teams of different nationalities and cultures was something I experienced first at JIBS and they helped me know how to work with the different parties at my job. In addition, the exchange semester broadened my horizon enormously and gave me the possibility to grasp another intercultural experience outside of Europe.

"We even had the possibility to go ABROAD again from Sweden - an OPPORTUNITY I had not even considered before"

What would you suggest current students who would like to have a similar career?

In my opinion it is fundamental to have internships during and after your studies. With that you have the possibility to try out your dream job you and see if it is really

what you want. You gain practical experience, which you can sell in job interviews. Try to align your profile with the job you are aiming at and keep to a central theme in your CV. It is very important for me to have a personal connection to the product. It is a great motivator. Try to work with products that excite you and that you are passionate about. 🇩🇪



JIBS ALUMNI

Entrepreneurs Around the World

ELSA AND ME

LOCATION: New York City, USA

Company's name: Elsa and Me

FOUNDER, former JIBSer: Maja Svensson

The year it was started: 2009

Industry: Clothing

The company is founded by a sole individual

Company's website: www.elsaandme.com

The elegance that garments by ELSA AND ME exude are molded after that portrayed by founder, Maja Svensson's Grandma Elsa. Always a woman of class who was hardly ever without a hat to match, Elsa's innate fashion sense became Svensson's inspiration in building her own business. The ELSA dress combines Elsa's generation's care for and simplicity of garments with today's diversified career woman. Produced in New York City with organic cotton fabric, the ELSA is fit to go from 9-5 to the chic cocktail party seamlessly. Swedish born Brooklyn-based designer, Maja Svensson, left her corporate job in December 2011 to become the passionate business woman she always dreamt of. Her aim with ELSA AND ME is to empower women to feel feminine and fulfilled in their everyday life.



LOCATION: Santiago-Chile

Company's name: Sportcia

FOUNDER, former JIBSer: Vicente Gracia

The year it was started: 2013

Industry: Social Network/Sports Industry

The company is co-founded

Company's website: www.sportcia.com

Sportcia is the first booking platform for sport facilities' pitches and services. By a customized pitch searching, users can book the best pitch-deal in town and pay in advance. Sportcia offers a booking platform where every person who wants to play sports can search and book the pitch through our website or a mobile app. Users can customize their pitch searching by: prices, location, pitch surface, number of players per side and sport.



LOCATION: Switzerland, Zurich

Company's name: Imago

FOUNDER, former JIBSer: John Zerihoun

The year it was started: 2006

Industry: Lifestyle sports

The company is co-founded

Company's website: www.imagoflyfishing.com

Born out of a passionate group of trout bums and professional guides, Imago came to be in Spring 2007. The vision of the company is to offer fly fishers around the planet the option to enjoy equipment that will last longer and perform according to the high level set by the founders and the Pro Staff. Attributes such as the very best quality, innovations for practical usage and delicate design were set as guidance in the development of the product line.



GLEAN

LOCATION: Berlin, Germany
Company's name: Glean
FOUNDERS, former JIBSers: Bas Kohnke, Steffen Maier
The year it was started: 2013
Industry: HR-Management and Feedback Software
The company is co-founded
Company's website: www.getglean.com

Glean is a web and mobile app for social performance management to foster personal and organizational development with real-time feedback, social recognition and peer-to-peer coaching.

Glean empowers employees to take hold of their personal development throughout their whole career. Glean stimulates a social working culture of continuous learning where managers and employees are strongly engaged with their own and each other's development. Think of a fitness tracker for your professional life. With Glean you can easily track and analyse your real-time performance, it motivates you to reach your goals and it rewards your excellent work.



Timesulin®

LOCATION: London, United Kingdom and Stockholm, Sweden
Company's name: Patients Pending Ltd (UK - main company) & Patients Pending AB (Sweden)
FOUNDER, former JIBSer: John Sjölund
The year it was started: 2010
Industry: Medical devices
The company is co-founded
Company's website: <http://timesulin.com>

Timesulin is a brand of Patients Pending Ltd, established in 2010 to create simple-to-use solutions to daily issues faced by people living with chronic conditions. Today Timesulin operates on a global scale and helps anyone living with insulin-dependent diabetes avoid low or high blood sugar symptoms and lead a better, safer and more balanced life. The Timesulin 'smart cap' fits onto all major insulin pen brands and has a built-in timer to show how long it has been since the last insulin injection was administered. Timesulin is manufactured in Germany and was first launched to consumers in February 2012 through a network of independent distributors, pharmacies and direct via the firm's online shop. Timesulin has offices in London and Stockholm and the brand has garnered the support of the world's leading medical device and diabetes experts.



SOUNDMAP.CO

LOCATION: Athens, Greece
Company's name: Soundmap
FOUNDER, former JIBSer: Efstathios Kassios
The year it was started: 2013
Industry: Music

The company is co-founded

Company's website: www.soundmap.co

Soundmap is an innovative digital map, a targeted online business directory aggregating and showcasing professionals and companies of the Sound & Music Industry in Greece and Cyprus. Soundmap aims to create a unique online community for the musicians, the professionals and the companies related to the aforementioned industries. Soundmap provides fast search and access to all the important information that a user wants, just by choosing location, category and hitting search. Users can leave their comments and rate the registered companies and professionals of Soundmap based on their experience with products and services, prices, personnel and location. The professionals of Soundmap can register, create an account and manage it on their own and promote their deals too.

THE MAP OF COMPANIES
STARTED BY JIBSers IS COMING
SOON ON WWW.JIBSALUMNI.SE

Have you started a company and want to be part of the map? Send an e-mail to alumni@jibs.hj.se, write "Map of companies" and your company name in the subject field.

Invite by Gendly

A fresh JIBS alumnus and already employed full-time at nkt cables, while managing his company on the side, Linus Bergquist, CEO and co-founder of Gendly, describes life after graduation.

Words by MIKAEL UUSIVUORI



Meet Gendly

"Gendly is an online tool for event management that enables you to stay organized, efficient and enhance your customer relationship"

Gendly is a three-man company, run by co-founders Linus, Joakim Green (Head of Product) and Victor Ödmark (Head of Sales), relying entirely on their own resources and competences. These ambitious and exceptionally driven men have set out to challenge the world. They're determined to prove they are more than capable of running their own business in a diverse environment where start-ups are typically funded by angel investors. If you don't already know what they do, it's time to find out.

The company offers an online event management tool that helps small and medium-sized companies to stay organised and efficient, and enhance customer relationships. Gendly provides a cloud-based service to simplify the invitation process for events, by cultivating a relationship between the event organizer and the guest. This unique system knows when and how to send invitations to get the highest response rates and it functions with an integrated customer relationship management system to easily invite guests from previous events. Here is Gendly's story in Linus's own words.

How was Gendly born?

"We met at JIBS. Victor and I studied International Management and Joakim studied Marketing Management. Gendly was born from a recognised market need to simplify and streamline the complete guest management for corporate events."

What has been the most memorable moment as CEO of Gendly?

"That companies are very eager to help and support our business. It is hard to pinpoint a single event when almost every day offers new experiences. I guess the moments that encourages me the most is to see how new features take shape in the way our customers have requested and expressed a big need for."

Business magazine Veckans Affärer listed Gendly among the 64 hottest start-ups in Sweden, what has contributed most to your fast success?

"Running a micro-enterprise that relies heavily on bootstrapping, own resources and competences, is always a challenge, but also a factor for success. Our vision has always been to use minimal resources and still present high quality features for our customers in a rapid pace. This puts high pressure on the involvement in the company, where everyone must perform excellently according to their responsibilities. Having a diverse team is a significant success factor."

How do you see Gendly in the future?

"Gendly will grow global and compete with the large companies within the event industry. Gendly will always be recognized as the company that provides next generation advanced technical solutions with the simplest interface to add value for customers."

Do you feel that JIBS gave you the needed tools to succeed in the business environment?

"I would lie if I said no. JIBS is a great place to develop and improve your entrepreneurial mind-set with a sustainable business perspective. I believe all the tools and methods needed for running a business can be found online. However, the network, experience and personality can only be built through an environment that stimulates these characteristics. JIBS stimulates these characteristics."

What advice would you like to give to the current students at JIBS to succeed in their future careers?

"Don't ever be afraid to do what you love the most. An entrepreneurial mind-set and entrepreneurial success is not built in one day — it takes a lot of trial and errors. Figure out what you really want to do, do what you desire, and take small steps each day towards that goal. Remember, you can get started already today and take the next step already tomorrow." 🌟

ALUMNI



Coffee Break

with *Tomas Rimkus*

Going to the interview with high expectations to hear about what the future holds for one after graduation, I was quite nervous and very excited. Being a first year student myself, I had no idea what to expect. With the tea in my hand, I was about to hear about the amazing and inspirational story of Tomas Rimkus and get some reality onto my expectations.

Words by EMIR GARCEVIC
Photo by MOA ZACKRISSON

Tomas Rimkus is a 24-year-old alumnus of JIBS, from Lithuania. He moved to Jönköping in 2012 to start his studies at the International logistic and Supply Chain Management program, one of the masters programs offered at JIBS. Starting out his studies at LCC International University in Klaipėda, he felt that his bachelor program was too broad and decided to narrow it down and specialize himself within a certain field. Being very international at heart he found out about JIBS and applied. Despite his young age, Sweden was the fifth country he had lived in upon moving to Jönköping. He knew the moment he arrived that he wanted to stay, so he started learning Swedish right away.

Tomas has many memories from his time at JIBS, but one in particular puts a smile on his face, "It's hard to choose but one great memory was the talent night at International day, I sang a song about Lithuania." He has fond memories from international day, as it gave him a chance to see the many cultures from different parts of the world. For instance, making new friends among the international students has led to opportunities in the future. For example, Tomas has recently returned from a trip in Spain, where he visited a friend made during his time at JIBS.

Upon graduating from JIBS, Tomas was elected as Vice president of the student union. Five days later, he was offered a job at IKEA; a company where one could grow endlessly. "It was the

most difficult decision of my life to this point, having to choose between giving back to the school that had given me so much or starting my professional career", says Tomas. In the end, the idea of starting his career within such a global company was an offer he could not refuse. He is currently working as a Transport and Delivery planner.

So how did he get a job at one of the largest companies in the world? "Success is when preparation meets opportunity", Tomas said. He sharpened his resume and put a great deal of effort into preparing for the interview. At the interview neither grades nor

work experience mattered because IKEA puts a great deal of importance on your personal values and how they align with IKEA's own values. In the future Tomas sees himself working as a Transport business developer for the Baltic region. Coming

from Lithuania, knowing the language, and understanding the culture is what draws him to the area. A piece of advice he wants to give to the students of JIBS is "Don't be afraid to set big goals for yourself and step outside of your comfort zone and work your ass off everyday!"

As the coffee break ended and I started walking towards the bus station, I could not help but wonder about my own future. Where will it take me? Needless to say I was comforted and inspired by Tomas' story, and knew that it would be somewhere great as long as I work hard enough for it. ☺

**"SUCCESS is when
PREPARATION meets
OPPORTUNITY"**