

CV

OSCAR KARLSTEN

1980-07-26

64/65 Triq Ix-Xatt, Sliema, Malta

Phone: +356 99062954

E-mail: oscar.karlsten@gmail.com

PROFESSIONAL EXPERIENCE

01/2016 –
(CPO/CIO)

Catena Media

Catena Media is one of the world's top lead generation companies. Growth is our comfort zone!

I joined Catena Media as Chief Product Officer and currently serve as Chief Information Officer. Collaborated closely with the rest of the management team on all of our growth- and management projects. Catena Media has gone from garage band to more than 400 employees world wide with offices across all continents. Key responsibilities and achievements include;

- Pioneered and built product management and all teams from the ground up and a product-centric culture across the group.
- Currently leading all of our teams in Research & Development, Data & Analytics, Tech Operations and all of our outsourced development teams (100+ people in total).
- Created, implemented and owned the product vision and roadmap for all of our products; from consumer to platform and all of our integrations. Currently leading the vision and roadmap for all of our platform products and technical infrastructure which serves all verticals and is one of the keys to create scalable growth for the group.
- Hands-on led, and indirectly led teams within Product Management, UX/Design, Search Engine Optimisation (SEO), Content Creation and Development.
- Successfully integrated multiple XXM EUR acquisitions.
- Responsible for XXM EUR P&L.

03/2015 – 12/2015
(Product Owner –
Cross Promotion)

Toca Boca

Toca Boca is a play studio that believes in the power of Pure Play. Play for the sake of play. Play without rules, levels or predetermined outcomes. Play that unleashes kids' superpowers.

I created and owned the strategic vision for a new cross-promotion tool within all apps in multiple platforms (App Store/Google Play) in collaboration with subsidiary. Collected requirements from various stakeholders within the group to create scope for new cross-promotion tool making sure it was aligned with business goals. Led milestone breakdown, overall planning and day-to-day operations in an agile environment with both dedicated in-house and agency development teams to ensure the teams were delivering and aligning on goals. Also owned the complete funnel and launched multiple A/B tests to increase conversion on Google Play platform as well as all CRO activities on external website.

The cross promotional tool that is being used in all Toca Boca and Sago Mini apps today is what I worked on!

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PROFESSIONAL EXPERIENCE

10/2009 – 03/2015

(Digital Strategist/

CEO/VP Mktg)

Avantime Group AB (Avantime)

Avantime Group (Avantime) is a full service digital agency. I joined Avantime and their management team in October 2009 as the VP of Avantime Marketing, a newly started business area. I led a team of four that focused on building online presence and increasing online conversions for our clients through (among other things); advanced web analytics, SEM, SEO and SMM.

In November 2010 I took over as CEO. I held this position until December 2013 when I stepped down to focus on clients. During my time as CEO I worked hard with internal processes, both on the development and managerial/sale-side of the business and implemented *numerous* successful changes to the business, e.g. new agile project- and development processes that increased efficiency. [Veckans Affärer/PAR crowned Avantime as one of their “Superföretag” 2012](#). Avantime grew from about 40 to 60 employees and annual turnover grew 41%. I also acted as Key account/Project Manager for some of Avantime’s clients during my time as CEO. I’ve had both roles, and a strategic online marketing role for Socialdemokraterna since 2010. During this time [Socialdemokraterna has won four consecutive IDG Internetworld awards](#) as best political party website (3x) and best organizational website.

During my time at Avantime I’ve worked with clients such as DNB Eiendom, Socialdemokraterna, GodEl, Moderna Museet, Svensk Fastighetsförmedling, Vision, Kulturhuset Stadsteatern, LO, Nordnet and many more. I’m currently the point of contact from a business, project, technical and online marketing perspective for Socialdemokraterna and GodEl.

03/2009 – 10/2009

(Product Specialist,

AdSense EMEA)

Google

Collaborated with engineering and product management to develop and launch AdSense products and improvements. This involved analyzing customer-driven feedback to drive product change for the needs of EMEA publishers. I also formalized business cases and analysis to prioritize product launches and headcount allocation.

- Coordination of several releases and improvements to e.g. ad formats UI and ad quality of the network (example releases: [fonts](#) & [font sizes](#)) that pushed positive RPM changes of several percent without negative effects on operational costs. Yearly growth of SEK XXX M.

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PROFESSIONAL EXPERIENCE

02/2008 – 02/2009 **Google**

(Account Associate/

Technical Team Advisor)

Focused on building strategic partnerships for AdSense in the Nordic markets and thereby maximizing revenue for new and existing partners. This was achieved through customized advertising solutions and efficient monetization. The role also involved liaising and working with dedicated AdWords teams, international offices and coordinating cross-functional activities.

During 6 months I held a 20% role as part of the global technical team for AdSense. The technical team handles all internal escalations regarding product functionality and the general JavaScript framework.

- Key account for almost all major media houses and companies in Sweden. In my portfolio were IDG, Bonnier Tidsskrifter, Wyatt Media Group, MediaProvider and multiple serial entrepreneurs such as Jonas Lejon and Ted Valentin.
- Responsible for AdSense Sweden, yearly SEK XX M.

05/2007 – 09/2007 **Ozone1 Ltd.**

(Marketing Consultant)

As a consultant for Ozone1, my associates and me were to create a positioning strategy for their product “PuraAir” as well as perform a competitor analysis, and help the company raise government grants to ensure cash flow of future operations. I also created a new layout for a website, which aim was to create more brand awareness for their “OzoneSwim” product.

11/2005 – 03/2006 **Medicore AB**

(Consultant)

In helping Medicore to better interact with their customers and employees I led a project in creating a new website for the company. I made the design and then handled all contact with the developers in order to complete the process.

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EDUCATION

2006 – 2007 **Bond University, Australia**
Master of Business with a Major in Marketing

Included in the education (among other things) were; *Financial Management, Behavior in Organizations, Customer Analysis, Customer Relationship Management, Marketing Practicum and Market Research.*

2003 – 2006 **Mid Sweden University, Sweden**
Degree of Bachelor of Science in Business and Economics with a Major in Business Administration

Degree thesis: *“The impact of Organisational Culture on Performance – a case study of the Leadership and culture at Milko”*

The main focus of the education was to provide knowledge about running and managing a business – both on a national and international level. Included in the education (among other things) were; *Accounting & Financial Analysis, Strategic Management and Leadership, Marketing, Organizational Culture and International Relations.*

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CERTIFICATES & AWARDS

- 2016- **Multiple Leadership Courses and Workshops**
Catena Media; As part of growing as a leader within Catena Media I've attended multiple courses and workshops as well as worked 1on1 with a leadership coach to grow as a leader. In all of our categories (from "lead by example" to "communication skills") for leadership evaluation I score 9+.
- 2016 **Certified Scrum Product Owner (CSPO)**
Scrum Alliance; scrumalliance.org/get-certified/practitioners/cspo-certification.
- 2008-2009 **Google peer bonuses**
During my time at Google I received twelve peer bonuses. A peer bonus is a monetary recognition given to you by your peers. One highlighted my involvement in launching YouTube to the Swedish market (.SE launch) where I collaborated with Stina Honkamaa and the Swedish team.
- 2007 **Placed on the Dean's List for Academic Excellence**
Bond University; "Awarded for Outstanding Academic Achievement in one semester".
- 2007 **Most Outstanding Academic Achievement**
Bond University; "Awarded for Academic Excellence in Customer Relationship Management (CRM)".
- 2007 **Most Outstanding Academic Achievement**
Bond University; "Awarded for Academic Excellence in Behavior in Organizations".
- 2007 **Most Outstanding Academic Achievement**
Bond University; "Awarded for Academic Excellence in Customer Analysis".

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OTHER QUALIFICATIONS

11/2011 – 08/2013
(*Advisor*)

Gente & Casas

Gente & Casas is a real estate search engine where you can search properties for sale in Colombia. The search experience for buyers is by far the best on the market and search results can be seen in the traditional list format, in a fully interactive map or with layar reality browser.

- Develop and execute on online strategy and digital media campaigns to grow website traffic.
- Tracking, analyzing and optimizing traffic and digital campaigns (SEM/SMM) with the ultimate goal to increase conversion.
- Collaborate with engineering to implement various SEO-enhancements.

10/2009 – 12/2011
(*Senior Advisor*)

Footytube

"Our mission - to create the worlds greatest online football community."

Footytube works with a variety of partners to aggregate vast amounts of football data. This data includes football videos, news, podcasts, blogs, fixtures, results, odds, team stats, and much more.

- Work with the founding team to develop online and monetization strategies.
- Open doors to create new monetary partnerships.
- Work with engineering to grow organic traffic.
- General “whisperer” to one of the founders.

01/2004 – 09/2006
(*Co-founder/Webmaster*)

Ione.se (<http://www.ione.se>) / HT-FAQ (<http://ht-faq.iwon.se>) / HattrickNews.org

Ione.se was bought in May 2003 in order to build a community connected to football and the online game Hattrick (Hattrick.org). From 2004 to late 2006 we grew basically every month and published over 300 articles, 300 news articles as well as a bunch of in-depth interviews. The community held a staff of 20 writers; had almost 3000 registered users and had about 6 million page views yearly.

More information can be found at <http://wiki.hattrick.org/wiki/Ione.se>

08/2005 – 02/2006
(*Indoor Hockey Section*)

ÖSIS Representative

During one and a half semester of my stay at Mid Sweden University I acted as the person in charge of the ÖSIS (campus sports) indoor hockey section.

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LANGUAGES

Swedish Fluent (mother tongue) – Excellent grammar and spelling
English Fluent – Excellent grammar and spelling
Spanish Basic knowledge

TOOLS ETC.

Adobe family From basic to good knowledge (Illustrator/Photoshop etc.)
CMS Advanced knowledge of several CMS; Wordpress and EPiServer in particular. Have also worked with Microsoft SharePoint as the foundation for intranets/storing documents.
Ad-networks Advanced knowledge of several platforms; Google AdWords (search and content), Facebook ads and various mobile platforms.
Web analytics Advanced knowledge of Adobe SiteCatalyst and Google Analytics in particular.
Project Mgmt Good knowledge of most (Asana, Basecamp, JIRA/Confluence etc.)
Microsoft Office Good knowledge (PowerPoint, Excel, Word and Outlook)
Apple OS X Good knowledge (Keynote etc.)

ONLINE

Website <https://oscar.karlsten.com/>
LinkedIn <https://www.linkedin.com/in/oscar.karlsten>
Twitter <https://www.twitter.com/oscar.karlsten>