



“ I am a positive, outgoing and driven person who enjoys exploring new ideas and the possibilities of tomorrow. ”

Pernilla Hamrén

 pernullahamren.com

 pernullahamren@gmail.com

 +46707103931

 Gothenburg, Sweden

Education & Awards

VUS Harvard University, Boston 2020

- HBS: Business in China
- Tech Science
- Sociology of Organizations
- While attending the Harvard Technology Science Department, I contributed to the product development of Voteflare.org; an automated service that monitors and protects voter registrations.

Parsons School of Design, NY 2018-2021

- BBA: Business Administration Strategic Design & Management GPA 3.98 with Honors
- Awarded the Dean's BBA Scholarship
- Awarded member in the Tau Sigma National Honor Society for academic achievements
- Prototyping a creativity training app for professional problem solving that transcends industry expertise; selected to present at the Parsons 2021 graduating symposium.

Babson College, Boston 2019

- Babson Build: Entrepreneurial Thought & Action®
- Was selected for a pilot partnership between Babson and Parsons as a design thinking R&D ambassador at Babson Build, ranked no.1 for entrepreneurship in the U.S.

Gothenburg University, Sweden 2017

- Psychology of Innovation
- International Relations

EF, San Francisco 2015-2016

- Advanced Business Diploma
- Cambridge CP

Professional Experience

KPMG Sweden 2023-

Manager, Nordic Insights Center & Exploration Center

- Interim Head of department
- Business design strategist
- Cross-functional project leader

AstraZeneca 2022-2023

Business Support Coordinator

- Power of Attorney Specialist; working with the clinical & regulatory processes for the Business Planning team within R&D, Development Operations, Portfolio, Transformation & Insights
- Collaborating with AstraZeneca AB's partners to support regulatory & clinical submissions

Hays 2022

Consultant

Hamrén Management AB 2021-

Partner & Shareholder

Four Seasons Hotels and Resorts, Dubai 2017

PR and Marketing Coordinator

- Executive coordinator for two hotels, eight F&B outlets and one spa
- Project, event & social media manager for all respective segments
- Producing press releases and presentations for stakeholders

Sustainable Brands, San Francisco 2016

PR and Live Events Coordinator

- Assisting PR and marketing team in coordinating SB16 San Diego & SB16 Copenhagen
- Contact person and networker for international journalism and media
- Producing educational toolkits and press releases for partner companies

Tiger of Sweden, Stockholm 2009-2014

PR and Marketing Assistant

- Supporting the PR & Marketing team at Tiger of Sweden's headquarters
- Project manager for producing toolkits for 22 international markets
- Coordinating campaigns, fashion shows, events & sales conferences

Additional Skills

- Proficient in Microsoft Office Suite & Adobe Creative Suite
- Design Thinking & Workshop Facilitation
- Mindful Leadership Training & ESCI Assessments, Korn Ferry®