

# PerOla Hammar

## Entrepreneur

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1981-07-22 / Swedish



## Professional summary

Father of 2, I'm a marketing, sales, and web enthusiast with an open mind and an insatiable appetite for learning.

Over the years, I've weathered both highs and lows, and the most important lesson I've taken away is the profound value of living life to its fullest. As a parent, I cherish every moment with my children, understanding the significance of setting a positive example and nurturing their growth. In the ever-evolving digital landscape, I remain open-minded, continually expanding my expertise in marketing, sales, and web technology, embracing new trends and learning from past experiences to thrive in this dynamic environment.

Life's journey is marked by trials and triumphs, but resilience and forward momentum are key. So, here's to seizing opportunities, relishing every moment, and living life with unwavering enthusiasm and purpose.

## Employment history

JAN 2004 - PRESENT  
STOCKHOLM & SHANGHAI

### Founder, Middle Earth Consulting AB

Middle Earth Consulting AB officially came into existence in 2022, firmly anchored in Stockholm, Sweden, serving as the hub for all my diverse business initiatives. The "AB" designation, synonymous with a Swedish Limited company, reflects our commitment to a strong and sustainable foundation.

Under the umbrella of this new corporate identity, I am dedicated to steering the continued growth and success of CapsisMedia, WeBlogBetter, Idealworkwear, GoOpportunity, ErgoOffice, and a myriad of other online and offline ventures, all united under a singular vision.

My decision to designate 2004 as the starting point holds deep significance, signifying the genesis of my entrepreneurial journey. It's a testament to my roots as a freelancer and the evolution of my business landscape, which now finds its stable center in Middle Earth Consulting AB, firmly rooted in the vibrant landscape of the business world.

2019 - PRESENT

### Project Manager, Meet Swedish Startups

As the project manager of "Meet Swedish Startups," my role involves organizing and conducting interviews with intriguing startups. The Swedish startup ecosystem is thriving, with tens of thousands of dedicated entrepreneurs striving to create innovative and efficient solutions.

We firmly believe that by fostering knowledge exchange and sharing experiences within this community, companies can achieve accelerated and robust growth. Many valuable best practices can be adopted and replicated, while numerous pitfalls can be mitigated or avoided altogether. Each one of us has valuable insights to offer and lessons to learn from our peers.

## Employment history

NOV 2004 – JAN 2020

TIBRO, SWEDEN

### Purchase Manager, SA Möbler AB

I held the pivotal role of overseeing the procurement process for materials essential in the production of office furniture, alongside an extensive assortment of office accessories.

My responsibilities extended to crafting and managing contracts with key suppliers. To ensure the highest quality and variety of materials, I diligently attended industry fairs, conducting thorough market research to stay updated on the latest trends and innovations. Furthermore, I undertook numerous supplier visits, spanning across Europe and even reaching as far as China.

In this capacity, I cultivated relationships with suppliers worldwide, fostering collaborations that were instrumental in securing top-tier resources for our production needs. My commitment to sourcing the finest materials and maintaining strong supplier connections played a crucial role in ensuring the success and efficiency of our office furniture production endeavors.

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## Skills

### Digital Marketing (Expert)



### E-commerce (Expert)



### Project Management (Experienced)



### Content Creation (Skillful)



### Social Media Management (Experienced)



### Business Development (Experienced)



### Supply Chain Management (Expert)



### WeChat Programming (Skillful)



### Web Development (Experienced)



### 3D Renderings & CAD (Experienced)



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## Education

AUG 2001 – MAY 2004

### BA Industrial Management and Logistics, University of Skövde

This program provides a comprehensive view of efficient company operations, emphasizing the synergy between various departments. It equips participants with practical strategies for meeting customer demands effectively, ensuring the right product, quantity, location, timing, and cost optimization.

Additionally, the program highlights supply chain optimization and cost-effective logistics, exploring industry best practices and cutting-edge technologies to boost competitiveness. Whether you're a seasoned professional or new to the field, this program enhances your ability to drive operational excellence.

AUG 2000 – MAY 2001

### Independent Courses, Karlstad University

**Macro Economics:** Covers economic prosperity basics, including unemployment, economic fluctuations, exchange rates, and government deficits.

**Quantitative Methods in Economics:** Covers math (arithmetic, equations, calculus) and statistics (probability, inference) with a focus on practical problem-solving.

**Micro Economics:** Analyzes consumption, production, and market equilibrium using analytical methods.

## Languages

Swedish (Native)



German (Proficient)



English (Highly proficient)



Mandarin (Novice)



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## Links

[Personal Website](#)

[Company Website](#)

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## My free time

I have a genuine passion for my work, finding immense satisfaction in acquiring new skills and knowledge, and taking pride in accomplishing the tasks I set for myself. Apart from my professional pursuits, I relish engaging in recreational activities such as golf and tennis, and I'm an avid spectator of ice hockey. Additionally, I maintain a regular jogging routine, aiming for at least two 5KM runs per week whenever the weather permits.

Traveling and immersing myself in diverse cultures is another aspect of life that brings me great joy. My time spent living in Shanghai for several years has fostered a deep appreciation for the bustling metropolis and the rich tapestry of Chinese culture it offers. Of utmost importance to me, however, is cherishing moments with my two beloved sons. We enjoy a wide range of activities together, including playing badminton, creating lasting memories through shared experiences.