

Looking for a board member? Maybe I'm the one

After decades of working as a media adviser and crisis management expert, I have noticed that much of my work is to do with a company's actual business. With this wealth of experience, I now feel ready for a board position.

Reading balance sheets or ensuring a company/organisation strictly adheres to all the necessary rules and regulations is not my forte. Nor is doing administrative work or putting a stylish signature on a document.

However, I believe I have something to bring to the table. After many years of providing board-level media and crisis management advice that builds brands, I can offer extensive experience in strategic corporate governance.

Getting a flotation, an acquisition or a merger right from the beginning can greatly help a company. So can quickly spotting when bad publicity or, in the worst case, a media feeding frenzy caused by a company's strategic decisions can directly threaten its business.

This is where I would like to complement the other skills of boards, preferably those of listed companies or municipal/regional companies, which often find themselves in hot water.

Contact me if you are a nominating committee looking to recruit to the board a crisis management and brand-building expert who knows the Swedish media inside out. [#boardposition](#) [#crisismanagement](#) [#mediaadvice](#)