

# CV – Pernilla Näsfors



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Born: 1980 in Smedjebacken, Sweden

## Motivations and Goals

- Driven by compassion, generosity and aiming to help people to thrive and feel valued.
- Loves connecting people sharing the same passions in different places and projects.
- Exploring how digital tools can be used to create democratic and social change and a sustainable society.

## Main Skills

- Taking initiative and solving problems in creative ways.
- Structuring and organizing, with an eye for both the overall picture and details.
- Strong experience from IT project management in civil society, public and private sector.
- Service-oriented and used to frequent contacts with clients and partners through support and training.
- Excellent communication skills and experienced public speaker.

## Work Experience

Dec. 2013 –

### Digital Communications Consultant, Openhearted AB, Stockholm

Consultant and trainer in IT, communications and project management for digital platforms. The Swedish International Development Cooperation Agency (Sida) has been my main client where I have been responsible for outreach and strategy for the agency's work in open data and transparency and a member of the International Aid Transparency Initiative (IATI) Secretariat.

Jan. 2013 – Jan. 2015

### Development Data Specialist, World Bank Group, Washington D.C.

Worked in the World Bank Innovation Labs with overall project management of the Open Aid Partnership (OAP). The work included:

- Supporting governments and providing technical assistance for collecting, curating and publishing data in aid information management systems about funds received from international development partners.
- Coordinating the development of an Open Aid Map that visualizes how aid is distributed geographically within countries.
- Organizing data literacy bootcamps and workshops for government counterparts, local donors, civil society, journalists and civic hackers in how to use open data about aid and development in their work.
- Arranging international meetings for the Open Aid Partnership.

Feb. 2012 – Jan. 2013

### Transparency and Social Media Manager, Sida, Stockholm

Responsible for the aid transparency work and social media channels at the Swedish International Development Cooperation Agency (Sida).

- Product manager for [Openaid.se](http://Openaid.se) and coordinated Sweden's reporting to the International Aid Transparency Initiative (IATI). Member of the IATI Secretariat.
- Managed Sida's social media presence on Twitter, Facebook, YouTube etc. and held internal workshops.
- Involved in organizing Sida's participation in big events such as Stockholm Internet Forum, Almedalsveckan, Bokmässan, Open Knowledge Festival and an Open Aid Partnership workshop.

Aug. 2010 – Feb. 2012

### Web and Social Media Consultant, Openhearted, Stockholm

Consultant and trainer in web and social media in my own company. Focused on helping non-profits and social entrepreneurs with social media and web strategies and development of websites, mostly using free and open source software, such as WordPress. Customers included ABF, ActionAid, Akvo, Christian Council of Sweden, Equmenia, and Keep Sweden Tidy Foundation.

- Jan. 2007 – Aug. 2010 **Web Developer and Agile Project Manager, Euroling, Stockholm**  
Web developer and enterprise search specialist, including work with user experience design and knowledge management. Introduced the Scrum methodology to the organization as an agile project manager. Responsible for courses in search engine administration and optimization and worked with customer service. Euroling is the company behind the enterprise search engine SiteSeeker.
- Aug. 2006 – Jan. 2007 **Test Engineer, Ericsson, Stockholm**  
Worked with software tests in a Java / J2EE environment. Specified and coded tests and designed test instructions.
- Jun. 1999 – Jul. 2006 **Designer, ABB Power Technology Products, Ludvika**  
Worked with computer aided design (CAD) and database management. (On a leave of absence during the university semesters 2000-2006.)
- Feb. 2003 – Jun. 2003 **Reviewer, Uppsala University, Sweden**  
Employed by Uppsala University to review current pedagogical practices at the Faculty of Science and Technology.

## Education

- Aug. 2000 – Jul. 2006 **MSc in Information Technology Engineering, Uppsala University**  
A 4.5-year program leading to the Swedish equivalent of Master of Science. Courses within the areas of Computer Science, Human-Computer Interaction, Mathematics and Signal Processing.
- Master's thesis at University of Nairobi, Kenya and The Local Language Speech Technology Initiative, England**  
"Efficient Voice Information Services for Developing Countries"  
Development of a voice portal for Kenyan farmers, using the open-source speech synthesis engine Festival, for Swahili.
- Sep. 2004 – Jun. 2005 **Postgraduate Diploma in Speech and Language Processing, University of Edinburgh, Scotland**  
A one-year taught Masters program concerned with computational methods for the automatic processing and study of spoken and written language systems, from phonetics to computer speech recognition, parsing to natural language understanding and beyond. Included as year 4 of the MSc degree from Uppsala University.
- Aug. 1996 – Jun. 1999 **ABB Industrial High School, Ludvika, Sweden**  
Upper Secondary Leaving Certificate: Industrial-Technical Programme with specialism in Technology, IT, Economics, Communication and English. International training at ABB Lernzentren in Switzerland.

## Courses

- Nov. 2010 – Feb. 2011 **STING Startup, KTH Innovation, Stockholm, Sweden**  
A hands-on training programme for teams with an innovative business idea with significant international growth potential.
- Jan. 2009 – Apr. 2009 **Personal Development & Leadership, Gestalt Institute of Scandinavia**  
Weekend and evening course of 60 hours in total.
- Sep. 2008 **Certified ScrumMaster, Citerus, Uppsala, Sweden**  
Two-day course leading to a certification from the Scrum Alliance.
- Aug. 2005 – Dec. 2005 **Mission, Development and Learning, college course at Lidingö Folkhögskola, Sweden**  
International relations, poverty reduction, development, missionary work, human rights, etc. Included a 5-week field study in China.
- Jan. 2000 – Jun. 2004 **Courses at Uppsala University, Sweden**  
Business Studies A (Accounting, Business and Enterprise), Linguistics A (Grammar, Phonetics and Phonology), Practical English (Grammar and Oral and Written Production) and Computers and Programming (course 1 and 2).

## Computer Skills

Platforms: Mac OS X, Unix/Linux, Windows  
Software, tools, etc: MS Office, iWork, Emacs, Eclipse, WordPress, Git, Asana, Trello, Slack  
Programming: C, C++, CSS, HTML, Java, ML, Perl, PHP, Python, Scheme, Shell-script

## Languages

Swedish: Native proficiency  
English: Full professional proficiency  
French and Danish: Elementary proficiency

## Extracurricular Activities

Sept. 2015 – **Vice President and Director, Block by Block, US 501(c)(3)**  
Works to support the UN-Habitat and Mojang program that uses Minecraft as a community participation tool in planning public spaces and sustainable cities.

May 2014 – **Board Member, Skjutsgruppen Ideell Förening, Sweden**  
Skjutsgruppen is a non profit movement with over 40 000 users in Europe, helping people to create contacts for ride-sharing through social media.

Jul. 2012 – **Head of Communications in the Korsvei Sweden management team**  
Korsvei (Crossroad) is an ecumenical Christian movement, born out of a desire to live as disciples of Christ in our day and age. The Korsvei movement has gathered at summer festivals and in local networks since its start in 1985.

Feb. 2011 – Dec. 2011 **Mentor, She Entrepreneurs, Swedish Institute**  
Selected as a mentor in the leadership program for young talented female social entrepreneurs in North Africa and the Middle East.

May 2010 – Dec. 2011 **Board Member, Adult Learning and Empowerment Fund, Sweden**  
A development organization working with non-formal education, helping young people and adults who have not had the opportunity to go to school.

Oct. 2006 – Sep. 2011 **Home Group Leader, Immanuel Church, Stockholm, Sweden**  
Led a group of about 10 people who met once a week to share life experiences and discuss faith and Christianity.

Oct. 2001 – Aug. 2002 **Project leader for the student event Forsränningen in Uppsala, Sweden**  
500 students were involved in this yearly rafting event with approximately 30,000 spectators. Voluntary work equivalent to a six-month half-time position.

Sept. 2000 – Jun. 2004 **Union of Science and Technology Students at Uppsala University**  
A variety of undertakings: Responsible for the logistics during an annual careers fair, secretary of the IT section, member of the election committee and mentor for younger students.

Sept. 2000 – Jun. 2001 **Head of the spex (student theatre) ensemble of V-Dala, Uppsala**  
Put on four shows during that year and was in charge of rehearsals and writing scripts. V-Dala is a student organization in Uppsala with about 5,000 members.

Jun. 1995 – Jan. 2000 **Leader of a patrol in the Guide and Scout Organization of Mission Covenant Youth of Sweden, Ludvika**  
Troop leader the last six months with responsibility for recruitment, contact with parents and planning of meetings and camps. Received three weeks training in leadership and group dynamics.

## Other

Interests: Outdoor activities (hillwalking, camping, skiing)  
Cultural activities (concerts, movies, theatre, literature)  
Social activities (singing, traveling, board games, social media)

References: References, grades and certificates are available upon request. Some references can also be found on my LinkedIn profile: [www.linkedin.com/in/permillan](http://www.linkedin.com/in/permillan)