

CV – Pernilla Näsfors Östmar



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Born: 1980 in Smedjebacken, Sweden

Motivations and Goals

- Exploring how digital technology can be used to create a more sustainable society.
- 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.

Professional Profile

- Visionary and experienced change leader in digitalisation.
- Methodical and structured, with an eye for both details and the overall picture.
- Responsive and communicative, with experience as a public speaker and consultant.

Work Experience

Apr. 2017 –

Nordic Hub Manager and Project Manager, TechSoup, Stockholm

As Nordic Hub Manager I was managing operations and strategic partnerships in the Nordic offices during the 8 months when the current manager was on parental leave. Today I am the project manager for our trainings program TechSoup Kompetens. TechSoup has provided technology solutions and skills to change-makers in more than 1 million nonprofits in nearly every country in the world.

Dec. 2013 – Apr. 2017

CEO and Owner, Openhearted AB, Stockholm

Consultant and trainer in IT, communications, business development, and project management for digital platforms. Client projects included:

- Strategy and outreach for the international work in open data and transparency for the Swedish International Development Cooperation Agency (Sida), e.g. as the Swedish delegate in the International Aid Transparency Initiative (IATI) Secretariat.
- Communications for a radio data mining project for UN Global Pulse in Uganda.
- Raising awareness about the UN Global Goals and open data in municipalities during a walk from Ystad to Stockholm, financed by the innovation agency Vinnova.

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.
- Coordinating the development of an Open Aid Map that visualises how aid is distributed geographically within countries.
- Organising data literacy bootcamps and workshops for government counterparts, local donors, civil society, journalists and civic hackers in Nepal on 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 and coordinated Sweden's reporting to the International Aid Transparency Initiative (IATI). Member of the IATI Secretariat.
- Managed Sida's presence on Twitter, Facebook, YouTube etc. and held internal social media workshops.
- Involved in organising Sida's participation in big events such as Stockholm Internet Forum, Almedalsveckan, Bokmässan, Open Knowledge Festival, the Making All Voices Count launch, 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 organisation as an agile project manager. Responsible for courses in search engine administration and optimisation 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**
 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**
 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, Oral and Written Production) and Computers and Programming (course 1 and 2).

Computer Skills

Platforms: Mac OS X, Unix/Linux, Windows
Software, tools, etc: Office 365, iWork, Emacs, Eclipse, WordPress, Git, Todoist, 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. 2017 – **Board Member, ISYMP / theGoals.org**
The International Foundation for the Young Masters Programme (ISYMP) is an internationally recognised leading NGO in innovative and transformative ICT-based education for sustainable development, governing the flagship program theGoals.org.

Sept. 2015 – Dec. 2017 **Vice President and Director, Block by Block, US 501(c)(3)**
Support and fundraising to the UN-Habitat and Mojang program that uses Minecraft as a community participation tool in planning public spaces and sustainable cities.

May 2014 – May 2018 **Board Member, Skjutsgruppen Ideell Förening, Sweden**
Skjutsgruppen is a non profit movement with over 70 000 users in Europe, helping people to create contacts for ride-sharing through social media and a co-created app.

Jul. 2012 – Jul. 2016 **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 organisation 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 Ensemble (student theatre) 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 organisation in Uppsala with about 5,000 members.

Jun. 1995 – Jan. 2000 **Leader of a patrol in the Guide and Scout Organisation 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 and social activities with family, friends and neighbours, such as walking, camping, skiing, skating, singing, dancing and playing with my son.
- Awards: Ranked top 3 among Digital Super Talents in 2015 and as one of the 125 Most Powerful Women in Swedish Business 2018 by the magazine Veckans Affärer.
- References: References, grades and certificates are available upon request. Some references can also be found on my LinkedIn profile: www.linkedin.com/in/pernillan