



STEFAN PILEGÅRD

FIELD SALES • KEY ACCOUNT MANAGEMENT

B2B SALES • TECHNICAL SALES • BUSINESS DEVELOPMENT

PROFESSIONAL SUMMARY

Relationship-driven and commercially focused B2B sales professional with more than 25 years of experience in proactive sales. I thrive in the field - close to customers, opportunities and decision-makers - combining new business development, Key Account Management, technical solution selling and market development with a strong focus on long-term relationships and measurable results.

PROFESSIONAL EXPERIENCE

- 2020 - PRESENT** **POLYTUFT OF SWEDEN AB**
Regional Sales Manager & Social Media Manager
Sales and business development across Northern Sweden with customers including Colorama, Alcro, Nordsjö, Happy Homes, K-Bygg, XL-Bygg, Bolist, Golvkedjan and InArea.
Result: Exceeded budget every month except one over six years. Grew social-media following from 2 to 1,000+.
- 2018 - 2020** **INTERIÖREN CARPETS**
Sales Manager
Sales, contract negotiation and business development with EM Home, Svenska Hem, Möbelmästarna, flooring contractors and specialist carpet retailers.
Result: Developed a new leasing-based carpet sales model with very strong results.
- 2017 - 2018** **VIENDO DIGITAL SIGNAGE & IT**
Technical Sales Representative
Technical solution sales and new-market establishment across the Nordic region, targeting real-estate agencies, Länsförsäkringar and Swedbank.
Result: Secured an agreement with Swedbank's head office and directly reached more than 60 real-estate offices.
- 2016 - 2017** **TRADEMAX / BYGGHEMMA GROUP**
Store Manager - Trademax Sundsvall
New store establishment with responsibility for recruitment, training, administration, marketing and sales.
Result: More than SEK 1.6 million in sales during opening weekend; became Sweden's second-largest Trademax store after six months.

CONTACT

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CORE COMPETENCIES

- Proactive B2B Sales
- Key Account Management
- Technical / Consultative Sales
- New Business & Market Development
- Contract Negotiation
- Budget & CRM
- Retail Chains & Distributors
- Relationship Building
- Presentations & Training
- IT, Digital & AI

PROVEN RESULTS

6 YEARS

Above budget every month except one

+27%

District growth at Optura

SEK 1.6M

Trademax opening weekend

60+

Real-estate offices after Swedbank agreement

OPEN TO MY NEXT CHALLENGE

Field Sales • Key Account Manager • Technical Sales • B2B Sales

EXPERIENCE THAT BUILT THE BREADTH

25+ years across sales, KAM, retail, technical solutions and market development

- **2013 - 2015** **BELLUS FURNITURE OÜ**
Sales Manager Sweden & Iceland
Responsible for sales in Sweden and Iceland and retail-chain agreements with EM Home, Möbelmästarna and Svenska Hem.
Result: Secured the company's first agreement with Svenska Hem and delivered a very strong initial sell-in.
- **2008 - 2012** **NEWELL RUBBERMAID**
Key Account Manager
Responsible for retail groups including NKV, Kontorsvaruhuset and RKV, representing Dymo, Papermate, Waterman, Parker and Sharpie.
Result: Moved Parker and Waterman into premium retail, including NK and Stockmann.
- **2006 - 2008** **SAMSUNG HOME APPLIANCES**
Sales Representative - Northern Sweden
Sales to Elgiganten, MediaMarkt, Elon and other major retailers.
Result: Developed shop-in-shop solutions at MediaMarkt Sundsvall and Elon Umeå.
- **2004 - 2006** **OPTURA A/S**
Regional Sales Manager - Northern Sweden
Sales from Stockholm northwards for D&G Time, Seiko, Pulsar, Breil and Lorus, including contract negotiations with major watch chains.
Result: Increased district sales by 27%.
- **2001 - 2004** **HALL-MIBA AB**
Regional Manager
Sales and agreements with Preem, Shell, Silvan, OKQ8 and Hydro, combined with retail development.
Result: A new responsibility and training concept for car-care and chemical products generated 30% growth in one year.
- **1999 - 2001** **PILEGÅRD PRODUKTION**
Founder / Entertainment Production
Commercial agreements with BMG, EMI, Def Jam Recordings and several entertainment venues.
Result: A concept for Folkets Hus & Park in Sundsvall helped the operation rebuild its audience.

EDUCATION & PROFESSIONAL APPROACH

Industrial technical education, plus studies in art, computing and web design. Further training in sales, presentation skills, negotiation, business development and account management.

Driven, energetic, creative and highly social. Experienced in working independently across large geographic territories, building long-term relationships and identifying new commercial opportunities for both customers and employers.

RELATIONSHIPS

Trust built over time

DRIVE

Ownership and initiative

SOLUTIONS

Consultative approach

RESULTS

Measurable commercial impact