# Peter Markström

**Head of Sales · Builds and leads sales teams · B2B and public sector · Public affairs**

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## About me

I have worked in sales and sales leadership for more than 20 years – in Sweden, Norway and Malta, on the phone and in meeting rooms, selling to small businesses, corporate groups and municipalities. I have led teams from two to thirty people, and the common thread is that I step in where a business needs structure and growth: a sales office behind budget, a market waiting to be opened, a CRM nobody trusts, or a pricing model that leaves money on the table.

As Head of Sales for gymnasium.se I grew revenue from SEK 12.5 million to SEK 23.4 million and took market share from about 20% to over 50% of Sweden's upper secondary schools. Before that I turned a sales office from second-worst in the country to 80% of sellers hitting target, and built a team from 7 to 30 people across two new markets.

The issue I care most about is skills supply (kompetensförsörjning) – how a country makes sure the right people end up in the right places. That interest started in education and has followed me into conversations with organisations in defence, security and industry.

## What I am looking for

A senior role in sales, public affairs or marketing where I have the mandate to lead and make decisions from day one. I work best close to the business – ideally as a player-coach who closes deals and builds structure around the team – and in organisations whose work matters beyond their own bottom line. Based in Stockholm, preferably with an office where the team actually meets.

## Results in numbers

- **SEK 12.5m → 23.4m** in revenue as Head of Sales for gymnasium.se
- **From about 20% to over 50%** of Sweden's upper secondary schools as customers
- **SEK 15,000 → 33,000** in average order value per customer
- **SEK 3m over budget** in the COVID year 2020
- **SEK 8m over three years** from the Digital Upper Secondary School Fair, which I launched during the pandemic

- **+300% sales** since I took over as Sales Manager at Reputation and Trust Analytics
- **From second-worst of 16 offices to 80% target attainment** at Lokaldelen in Umeå
- **SEK 12m → 16.9m per year** in a shrinking directory market
- **7 → 30 people** in the sales team at Panlegis, covering Sweden and Norway
- **About 100 sellers** across seven markets trained in new-business methodology

# Experience

## Reputation and Trust Analytics · Nov 2024 – present

*Analytics company that measures the reputation of companies and organisations, and how trust affects stakeholders' willingness to work with them.*

**Sales Manager** (Feb 2026 – present)

- Lead a team of two and report directly to the CEO
- Have grown sales by 300% since taking over as Sales Manager
- Led the product launch in the Nordics
- Signed a partnership agreement with one of Sweden's larger public affairs agencies
- Moved sales from a legacy CRM to HubSpot, in Swedish, English and Finnish
- Organised the company's participation in Almedalen Week and spoke on stage
- Engage with organisations in defence, security and industry on reputation and skills supply

## Keystone Education Group (formerly Educations.com Media Group) · Oct 2014 – May 2024

*Runs digital search services for education in several countries, including gymnasium.se. The company was called Educations.com Media Group until its merger with Keystone.*

**Head of Sales, gymnasium.se** (May 2019 – May 2024)

Responsible for all sales at gymnasium.se, a search service where students compare upper secondary schools, with a team of three sellers and one support role. Buyers were roughly half communications and marketing directors at large school groups, half principals and heads of education at municipal schools.

- Grew revenue from SEK 12.5m to SEK 23.4m
- Took market share from about 20% to over 50% of Sweden's upper secondary schools
- Set the price list, packages and discount structure; doubled the base package from SEK 12,500 to 25,000 and raised average order value from SEK 15,000 to 33,000

- Shifted the sales approach from selling items to starting from the customer's desired outcome
- Finished SEK 3m over budget in the COVID year 2020, against a budget of +15% on about SEK 15m
- Moved municipal sales from school-by-school to central agreements where that paid off, including one central agreement worth about SEK 1m where schools had previously bought for under SEK 100,000 each
- Ran webinars with more than 200 participants
- Organised the company's first participation in Almedalen Week and moderated the seminar

**Project Manager, Virtual Events** (Feb 2021 – Aug 2022)

- Launched the Digital Upper Secondary School Fair during the pandemic and grew it to SEK 8m over three years
- Designed the pricing: exhibitors paid for booth space and for the number of representatives chatting and talking with visitors at the same time
- The model was then used for digital fairs in other business areas

**Head of New Business** (Jan 2016 – Apr 2019)

- Responsible for new customer acquisition across the group's 19 platforms
- Trained the group's roughly 100 sellers in Sweden, Norway, Finland, Denmark and Germany, plus the French and Dutch teams, in new-business methodology
- Modernised lead generation with email, SMS and LinkedIn
- Drove the group-wide rollout of HubSpot, which gave the forecasting and reporting discipline needed for the merger with Keystone

**Key Account Manager, Senior Account Manager, Account Manager** (Oct 2014 – Apr 2019)

- My new-business sales were a key factor as gymnasium.se grew from SEK 6.5m to SEK 12.5m
- The sales made it possible to launch the sister service gymnasiesärskola.se
- Team of the Year 2014

## Panlegis Ltd, Malta · Jul 2009 – Oct 2014

*European company formation agent offering legal services in international banking and company registration.*

**Team Leader**

- Built the sales team from 7 to 30 people for the Swedish and Norwegian markets

- Launched NUF in Norway and SUF in Sweden – the company's core business, which became so popular that it contributed to both Norway and Sweden lowering their minimum share capital requirements
- Sold a partner's accounting services to client companies
- Implemented KYC processes

### Shireburn Software, Malta · Aug 2012 – Dec 2012

*Malta's leading provider of business software for finance, inventory, payroll and HR.*

- Sold B2B software, including the airport system CA+ for managing concession revenue, as well as payroll, HR and finance systems

### Lokaldelen i Sverige AB and Företagsfakta AB, Umeå · Jun 2003 – Jul 2009

**Team Leader**

- Led 10 sellers at Företagsfakta and 17 at Lokaldelen, responsible for 22 local directories north of Sundsvall
- Turned the Umeå office from second-worst against budget of 16 local offices to 80% of sellers hitting target – through clear customer segmentation, call listening, coaching on live calls and results follow-up
- Grew sales from about SEK 12m to SEK 16.9m per year in a shrinking directory market
- Also handled sales to accounting firms and media agencies

### Earlier

Tourist information officer, Nordmaling (2000–2001) · Temporary care worker in elderly care (1999)

## How I lead

I lead by staying close to the business. That means listening in and coaching on real customer calls rather than adding more meetings, clear segmentation so sellers spend their time on the right customers, and a pipeline where every deal has an owner, a next step and a realistic close date.

I have twice led the move from legacy systems to HubSpot, because it is hard to lead sales when people are not looking at the same numbers. And I believe in meeting in person: I understand that sellers have lives to juggle, but a team needs to see each other to become a team.

I am trained in Sandler and SPIN, have worked with BANT qualification, and prefer the Megadeals approach for large, complex deals.

## Core skills

B2B sales · New business acquisition · Key account management · Sales leadership and coaching · Pricing and packaging · Value-based selling · Public sector and framework agreements · Product launches and new markets · Digital events and webinars · CRM implementation (HubSpot) · Digital lead generation · Almedalen and public affairs · KYC processes

## Education

- **Umeå University**: History and museology (2001–2004)
- **DiD Munich**: German (1999–2000)
- **Östra gymnasiet, Umeå**: International Baccalaureate Diploma (1996–1999)

## Languages

- **Swedish**: native
- **English**: fluent
- **Norwegian**: good working knowledge
- **German**: basic working knowledge

## Recommendations

> "I hired Peter at EMG in 2014. It turned out to be one of the most successful decisions of my career. Peter sees opportunities where others see obstacles and is a great role model for his colleagues."
>
> **Emma Sandberg**, VP of Sales, Keystone Sweden

> "Strong drive, fearless, reliable and loyal. A real doer who likes to take initiative."
>
> **Fredrik Söderlindh**, Co-Founder & Head of M&A, Keystone Education Group

# Contact

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