Peter Markström

Head of Sales · B2B and public sector · Public affairs

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Profile

Sales leader with more than 20 years of experience building and leading sales teams of up to 30 people in Sweden, Norway and internationally. As Head of Sales for gymnasium.se I grew revenue from SEK 12.5m to 23.4m and took market share from about 20% to over 50% of Sweden's upper secondary schools. I have turned around an underperforming sales office, launched products in new markets and driven a HubSpot rollout across a group of about 100 sellers.

Key results

- **SEK 12.5m → 23.4m** in revenue and **20% → 50%+** market share at gymnasium.se
- **SEK 3m over budget** in 2020; **SEK 15,000 → 33,000** average order value
- **+300% sales** since becoming Sales Manager at Reputation and Trust Analytics
- **Second-worst of 16 offices → 80% target attainment** at Lokaldelen, Umeå
- **7 → 30 people** in the Swedish and Norwegian sales team at Panlegis

Experience

Sales Manager · Reputation and Trust Analytics · Feb 2026 – present (with the company since Nov 2024) Team of two, reporting to the CEO. Led the Nordic launch, moved sales to HubSpot, signed a partnership with a major public affairs agency, represented the company at Almedalen Week.

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

- *Head of Sales, gymnasium.se* (2019–2024): team of three plus support; revenue SEK 12.5m → 23.4m; owned pricing and packaging; central agreements with municipalities
- *Project Manager, Virtual Events* (2021–2022): launched a digital school fair worth SEK 8m over three years
- *Head of New Business* (2016–2019): trained about 100 sellers across seven markets; drove the group-wide HubSpot rollout ahead of the Keystone merger

- *Account Manager → Key Account Manager* (2014–2019): new-business sales key to growth from SEK 6.5m to 12.5m; Team of the Year 2014

Team Leader · Panlegis Ltd, Malta · Jul 2009 – Oct 2014 Built the team from 7 to 30 for Sweden and Norway. Launched NUF and SUF, which contributed to both countries lowering minimum share capital requirements.

Sales · Shireburn Software, Malta · Aug – Dec 2012 B2B software for finance, payroll, HR and airport concession management.

Team Leader · Lokaldelen and Företagsfakta, Umeå · Jun 2003 – Jul 2009 Led 10 and 17 sellers across 22 directories in northern Sweden. Grew sales from SEK 12m to 16.9m per year in a shrinking market.

Skills

Sales leadership and coaching · New business acquisition · Key account management · Pricing and packaging · Value-based selling · Public sector · CRM implementation (HubSpot) · Product launches · Public affairs · Sandler, SPIN, BANT, Megadeals

Education and languages

Umeå University, history and museology (2001–2004) · International Baccalaureate Diploma, Östra gymnasiet, Umeå

Swedish (native) · English (fluent) · Norwegian (good) · German (basic)