

Professional Profile



"18 years working experience in international Sales & Business Development for leading Nordic & international companies in the Swedish, Nordic, Spanish & UK markets. All of my roles have required a very high level of communication, negotiation skills and result-orientation. I set myself high standards and objectives, which I enjoy working towards. One of my strengths lies in my flexibility as I enjoy a close working relationship both with my customers and colleagues, and at the same time I'm also independent, with great capacity to take initiative in working towards a common goal."

ABOUT

My name is Emily Waldmann and I am an experienced B2B and B2C Sales & Business Development professional, having worked in this position for 18 years now with Nordic and international companies, opening up new business, building up existing business and relationships, supporting all sorts of partners and customers.

I was living and working in London, UK 12 years ago, however I have been predominantly based in Sweden and Spain working for Nordic and international companies. This varied experience has given me a substantial knowledge and experience of sales and business development in these markets and I have been successful in building up strong customer contacts and a wide business network in concrete industries.

My university career was based on international and multi-cultural experiences. This has been of great benefit to me both in social and professional contexts. I am a responsive person who easily reads people and their needs in different situations and on different levels. I have also been fortunate to develop and perfect a solid base of languages, being fluent in Swedish, English and Spanish. After two years of Business & Communication at the American University of Saint Louis in Madrid, I decided to focus on a Business Management Degree at Staffordshire University in London, UK.

All of my job roles have involved a large degree of responsibility, initiative, teamwork as well as a close contact with my customers. I consider myself a positive, dynamic, driven and pro-active person with strong communication and negotiation skills.

CONTACT

+46-76 034 31 15

+46-76 034 31 15

s.emily.waldmann@gmail.com

Bangårdsgatan 4, 574 32 Vetlanda (Sweden)

 <https://www.linkedin.com/in/emily-waldmann-sales-management/>



EXPERIENCE

Market Analysis & Business Development

- Market analysis & evaluation of the business opportunities in the market.
- Competitor analysis (benchmark).
- Creation of business model.
- Positioning of the product/service in the market.
- Analysis of the different customer segments and their needs.
- Corporate content in local language; catalogs, brochures, videos etc.
- Product and brand development.
- Analysis of opportunities for cross-selling activities to customer base.

B2B and B2C Sales Strategies

- Lead management (Identifying and capturing potential customers).
- Creation and prospecting of new sales channels and POS.
- Agent, distributor, partner and customer search.
- Analysis of customer database; creation, build-up and segmentation.
- Sales process analysis and improvement of the sales process.
- Online and/or off-line direct sales.
- Local sales representation and customer support.

Digital marketing

- Creation of online marketing campaigns (Google AdWords).
- Creation of content and send-out of newsletters and sales campaigns.
- Marketing and sales campaigns via Facebook for Business, Instagram, Twitter, LinkedIn and Youtube.
- Registration in online directories and internet portals.
- Creation of website and webshop.
- Creation of all texts and content in Swedish, English and Spanish.

Local Sales Support; Event & Customer support

- Virtual office with visiting address and contact information in the local market.
- Customer service; order handling, deliveries and complaints.
- Sales trainings, workshops, store events and webinars.
- Organization of and attendance to PR events, trade fairs and other marketing events.

CONTACT

☎ +46-76 034 31 15

📱 +46-76 034 31 15

✉ s.emily.waldmann@gmail.com

📍 Bangårdsgatan 4, 574 32 Vetlanda (Sweden)

 <https://www.linkedin.com/in/emily-waldmann-sales-management/>

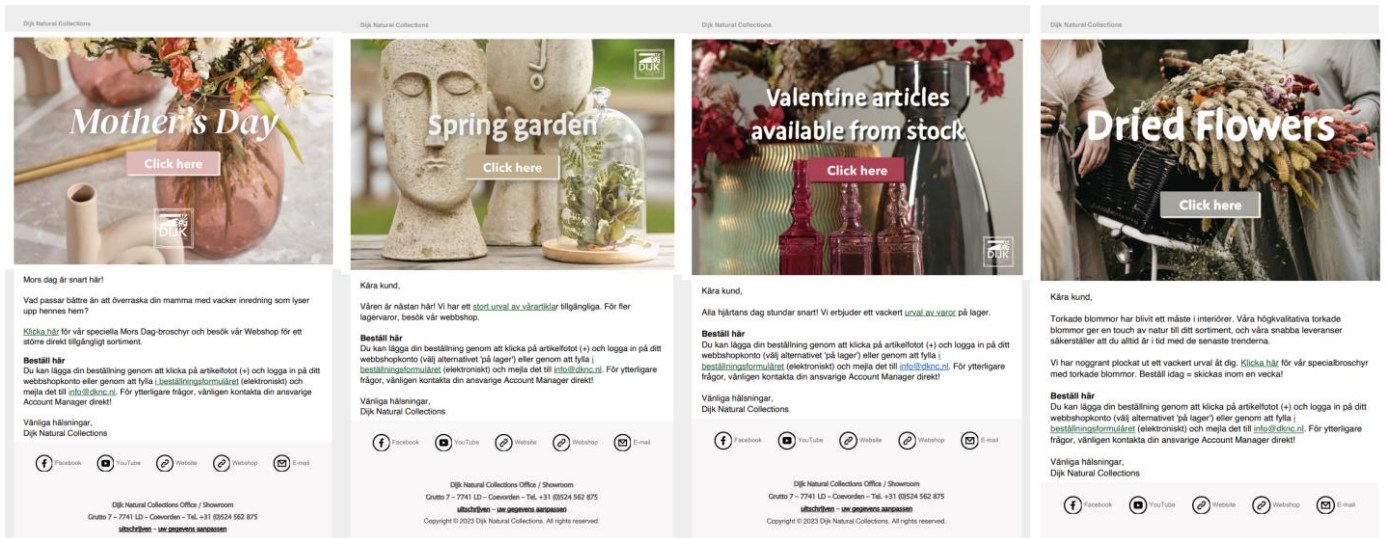


CASES & REFERENCES



Dijk Natural Collections
Area Sales Manager Sweden & Norway

- Work in close relation, support and develop key partners and customers in the market.
- Market analysis, business plan and follow-up of the annual budget.
- Identification of new market opportunities.
- Plan and organize customer meetings; product presentation and offers.
- Negotiations and contract closing.
- Identify needs, support and follow up of existing customers.
- Implementation of workshops and trainings sessions for customers.
- Planning, organization and execution of trade fairs in the Nordic region.
- Digital marketing in local language; content for newsletters, FB for Business and Instagram.



The image displays four social media posts from Dijk Natural Collections. Each post features a high-quality photograph of a product and includes a 'Click here' button. The posts are: 1. 'Mother's Day' with a vase of flowers, 2. 'Spring garden' with a stone bust and a glass terrarium, 3. 'Valentine articles available from stock' with red glass bottles, and 4. 'Dried Flowers' with a bouquet of dried flowers. Each post also contains a short text block in Swedish, social media icons for Facebook, YouTube, Website, Workshop, and Email, and contact information for Dijk Natural Collections Office / Showroom.

Reference: Jasper Veldhuis, Export Manager

CONTACT

+46-76 034 31 15

+46-76 034 31 15

s.emily.waldmann@gmail.com

Bangårdsgatan 4, 574 32 Vetlanda (Sweden)

<https://www.linkedin.com/in/emily-waldmann-sales-management/>



- Work in close relation, support and develop key partners and customers in the market.
- Market analysis, business plan and follow-up of the annual budget.
- Identification of new market opportunities.
- Plan and organize customer meetings; product presentation and offers.
- Negotiations and contract closing.
- Identify needs, support and follow up of existing customers.
- Implementation of workshops and trainings sessions for customers.
- Planning, organization and execution of trade fairs in the Nordic region.
- Digital marketing in local language; content for newsletters, FB for Business and Instagram.



<https://www.emilywaldmann.com/wp-content/uploads/2023/06/OASE-Presentation-Scandinavia-Business-Strategy.pdf>

Reference: Chris Wright, MD Oase UK & Consumer Business

CONTACT

+46-76 034 31 15

+46-76 034 31 15

s.emily.waldmann@gmail.com

Bangårdsgatan 4, 574 32 Vetlanda (Sweden)

<https://www.linkedin.com/in/emily-waldmann-sales-management/>





SNÖ of Sweden
Sales & Business Development Manager in Spain

- Market analysis and business plan for Spain.
- Analysis of key partners, agents and distributors.
- Identification of new market opportunities.
- Customer meetings; product presentations, negotiation and contract writing.
- PR & Marketing in Spain; Chamber of Commerce events, company presentations, store events, corporate events, radio shows and trade fairs.
- Lead, support and develop all existing key partners and business channels.
- Plan and organize customer meetings; product presentation and offers.
- Digital marketing in local language; content for newsletters, FB for Business and Instagram.



Reference: Annelie Klingberg ex Sales manager



Másmóvil
Regional Sales Manager International Business Division

- Identification of new market opportunities and resellers B2B.
- Customer meetings; product presentations, negotiation and contract closing.
- PR & Marketing in Spain; Chamber of Commerce events, company presentations, store events, corporate events, radio shows and trade fairs.
- Lead, support and develop all existing key partners and business channels.
- Plan and organize customer meetings; product presentation and offers.
- Digital marketing in local language; content for newsletters, FB for Business and Instagram.



Reference: Christian Nyborg, Co-founder & ex MD International Business Division

CONTACT

+46-76 034 31 15

+46-76 034 31 15

s.emily.waldmann@gmail.com

Bangårdsgatan 4, 574 32 Vetlanda (Sweden)

<https://www.linkedin.com/in/emily-waldmann-sales-management/>



- Digital marketing in local language; content for newsletters, FB for Business and Instagram.
- SEO and google adwords.
- PR & Marketing; Assistance to corporate events and trade fairs.
- Identification of new market opportunities, partners and customers.

mäklarringen
Dax att sälja din bostad?
Kontakta oss för en fri konsultation.

Time to sell your property?
Contact us for a free consultation.

Quieres vender?
Contáctanos para una consulta gratuita.

mäklarringen
VÄLKOMMEN TILL DIN MÄKLARE I DENIA COSTA BLANCA

Kära Mäklarringen vänner!

Välkomna till veckans nyhetsbrev där vi delar med oss av våra mest populära bostäder

Vi erbjuder alla typer av fastigheter på den norra delen av Costa Blanca - från Villajoyosa i söder, upp till Oliva i norr. Inkluderat fantastiska orter som Dénia, Jávea, Moraira och Cumbre del Sol bland andra.

Kontakta oss och boka in er visning på plats, digitalt eller för eventuella frågor. Hos oss på Mäklarringen får ni en komplett service från början till slut så ni kan känna er trygga under ert fastighetsköp

Soliga hälsningar från oss i Spanien!

LÄGENHET I DENIA
Nybyggda moderna lägenheter vid stranden, Dénia
75 m²
3 rum
295 000 €

För mer information https://www.maklarringen.se/utland/spanien/alicante-provins/denia/lyxiga-lagenheter-med-havsutsikt-nj-obj28053_1919883710

FÖLJ OSS PÅ SOCIALA MEDIER

Facebook:
<https://www.facebook.com/maklarringennorra>

Instagram:
<https://www.instagram.com/maklarringen.norra.costablanca/>

Vi hoppas på ett snart återseende!

mäklarringen

Mäklarringen Dénia Costa Blanca
Tel: +34 618 23 23 04
Email: denia@maklarringen.se
<https://www.maklarringen.se/utland/spanien/costa-blanca/kontordenia/denia/>
Calle Magallanes, 8 - 03700 Dénia
España

<https://mailchi.mp/aae3f9dfe3ba/harliga-fastigheter-till-salu-norra-costa-blanca-15451720?e=c1ae26d0d2>

Reference: Anna Westberg, MD & Office owner Mäklarringen Dénia

CONTACT

+46-76 034 31 15

+46-76 034 31 15

s.emily.waldmann@gmail.com

Bangårdsgatan 4, 574 32 Vetlanda (Sweden)

<https://www.linkedin.com/in/emily-waldmann-sales-management/>



Mahersol
Sales & Marketing Manager Nordics

- Market analysis and business plan for the Nordic region.
- Identification of new market opportunities, partners and customers.
- PR & Marketing; Assistance to corporate events and trade fairs.
- Digital marketing in local language; content for newsletters, FB for Business and Instagram.
- SEO and google adwords.



https://www.emilywaldmann.com/wp-content/uploads/2023/06/Katalog_Grupo_Mahersol_SVE_SPA.pdf

Reference: Manuel Pertusa, CEO MPC Homes

CONTACT

+46-76 034 31 15

+46-76 034 31 15

s.emily.waldmann@gmail.com

Bangårdsgatan 4, 574 32 Vetlanda (Sweden)

<https://www.linkedin.com/in/emily-waldmann-sales-management/>





Onsite Business Solutions
Co-founder of Onsite Business Solution Spain

- Outsourced sales and marketing activities in Spain.
- Market analysis, business plan and construction of market structure.
- Company presentation with partners.
- Product presentations, negotiations and contract closings.
- PR & Marketing in Spain; Chamber of Commerce events, company presentations, store events, corporate events, radio shows and trade fairs.
- Digital marketing in local language; content for newsletters, FB for Business and Instagram.

Guidelines

How to successfully combine the online and offline marketing & sales activities to get the most out of business.

SUMMARY

This 7-step guide illustrates how we can help you with each step of the sales and marketing process with the objective to convert leads into sales.

We provide help with the complete process or then you can also contract only parts of the process. For example you do already have a sales team but need a hand with the online marketing or you do have the sales support and marketing in place but look for new sales strategies and channels.

Companies tend to focus only on online sales & marketing or then on only offline activities. The key to success is to combine the two elements and run an integrated marketing & sales strategy. Below you'll find a 7-step guide to combine your online and offline sales & marketing activities.

STEP 1: Market Research | ONLINE & OFFLINE
Research of potential resellers and selling points conducted both offline and online. Defining of the right contact persons, both influencers and decision makers.

STEP 2: First Pitch | OFFLINE
First contact with sales pitches by phone to confirm the information from the market research and to confirm the right contact person.

STEP 3: Follow-up and Send-out of Brochure | ONLINE & OFFLINE
As a follow-up of the phone conversation a personal e-mail with access to the online brochure will be sent out. The online brochure can also be printed and sent by normal mail if the client wishes so.

STEP 4: Create Buzz | ONLINE
Meanwhile the sales team or the sales person is doing follow-up a buzz should be created online in the online communities and networks such as LinkedIn, Twitter, Facebook etc.

STEP 5: E-mail Marketing - Newsletter Program | ONLINE
All contacts that have been gathered from both the website (online) and from the sales team should all be put into a CRM-system or Excel in order to be able to implement an online newsletter program with continuous updates.

STEP 6: Follow-Up, Converting Leads into Sales | OFFLINE
A few days or a week after the send-out of the newsletter a follow-up is done by phone in order to get a go or a no-go and if needed a personal meeting is scheduled for the final decision, converting the lead into a sale.

STEP 7: Customer Retention | ONLINE & OFFLINE
If the lead did not yet turn into a client don't worry! The lead with its contact information is put into a Lead Nurturing and Customer Retention Program and will continue to get regular updates by e-mail and/or phone in order to make the lead sales ready.

OnSite Business and each step matters helps bring companies to launch new business or improve existing business in Spain through effective sales and marketing strategies.

CONTACT:
Emily Waldmann, Business Sales Development
M: +34 677 48 36 40
E: emily@onsitebusiness.com
Onsite Business Solutions S.L.
C/ Marqués 16 - Urb. S3, 28108 Alcobendas, Madrid
www.onsitebusiness.com
Mikaela Ekholm, International Marketing Consultant
M: +34 687 48 24 54
E: mikaela@onsitebusiness.com
7-step matters - your marketing partner
C/ Marqués 16, 01 - 01000 Barcelona
www.7stepmatters.com

The collaboration between OnSite Business Solutions S.L. and each step matters has strengthened, as together we provide our clients with a complete set of efficient solutions for doing business in Spain.

Starting up a business in Spain?
Looking for a smart network with expertise, precise contacts and know-how of the local market?
Feel like you are not spending enough time on your core business and product development?
We can assist you!

Let us make a success of your business in Spain!

Why us? How to benefit from us?

- Remarkable cost reductions & big time savings
- Expert knowledge & experience in local market
- Finding & developing distribution channels
- Strong & local partnership opportunities
- Customer satisfaction
- Targeting of new potential customers
- Understanding of new market opportunities & trends
- Result oriented marketing & communication strategies

SERVICES

Basic	"Getting started"	Admin & Support	Sales & Marketing
It makes increasing business sense for a company to outsource certain responsibilities. Through this step we simplify your business operations, giving advice and support for new business projects entering the Spanish market as well as existing business with a need of support in all of the following areas:	<ul style="list-style-type: none"> • Virtual office with your own telephone number, fax and e-mail / mailing address in Madrid. • Business opportunity assessment. • Local sales support, finding new potential clients. • Regular management reports about your business development in Spain. • Help with transportation and organization of meetings and facilities around Spain. • Legal, economical & practical advice support for starting up in Spain. 	<ul style="list-style-type: none"> • Go to-market plan for Spain. • Design of sign and brand concept • Creation & design of sales support material in Spanish. • Design & creation of website in Spanish. • Networking of local level network of local competitors. 	

El socio tiene la palabra

Cuatro preguntas a Emily Waldmann, socia directora de Onsite Business Solutions

¿Cuántos años de experiencia tiene en el sector de ventas y marketing en España?
Nació en el Reino Unido y se trasladó a España a los 18 años para trabajar en el sector de ventas y marketing en Madrid. Desde entonces, ha trabajado en el sector de ventas y marketing en España durante más de 15 años en el campo del asesoramiento y gestión de clientes particulares de todas las industrias.

¿Qué le motiva a trabajar en España?
Me motiva el desafío de trabajar en un mercado tan diverso y competitivo como el español. Además, disfruto mucho de la cultura y el estilo de vida en España.

¿Qué le gusta de trabajar en Onsite Business Solutions?
Me gusta mucho trabajar en un equipo tan profesional y comprometido. Además, disfruto mucho de la colaboración y el alto nivel de implicación en la construcción del negocio.

¿Cuáles son los retos del futuro?
Me motiva mucho trabajar en un equipo tan profesional y comprometido. Además, disfruto mucho de la colaboración y el alto nivel de implicación en la construcción del negocio.

¿Cómo pueden ponerse en contacto con Onsite Business Solutions?
Pueden contactar con Onsite Business Solutions a través de nuestro sitio web www.onsitebusiness.com o llamando al +34 677 48 36 40.

¿Cómo pueden ponerse en contacto con Onsite Business Solutions?
Pueden contactar con Onsite Business Solutions a través de nuestro sitio web www.onsitebusiness.com o llamando al +34 677 48 36 40.

Más de medio siglo en el camino de la tecnología y el diseño.

SCANIA
Dedicados día a día

https://www.emilywaldmann.com/wp-content/uploads/2023/06/Onsite_business_brochure_ENG.pdf

Reference: Björn Sandström Scandinavian Management & Onsite

CONTACT

+46-76 034 31 15

+46-76 034 31 15

s.emily.waldmann@gmail.com

Bangårdsgatan 4, 574 32 Vetlanda (Sweden)

<https://www.linkedin.com/in/emily-waldmann-sales-management/>



