



Ulf Harling

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ACHIEVEMENTS

Client; MicroSoft

Situation; MicroSoft was introducing the SPIN model in the Swedish Organisation.

Problem; Integrate the English trainers with the Swedish culture by being a middleman during the training.

Achievement; Smooth training and great atmospheres

Client; Siemens PLM Software (UGS)

Situation; Two Swedish companies had been bought by UGS. An international CEO had been appointed. A new sales process was going to be implemented.

Problem; Changing the sales behaviour by coaching each salesman individually (plan sales-calls, follow up the expected results, analyse personal strengths and weaknesses, exploring new ways of handling customers)

Achievement; UGS Sweden was appointed "The sales unit of the year" in Europe and exceeded their sales target by far.

Client; Mayor Swedish Pharmaceutical Company

Situation; An international conference was planned in Crans-Montana, Switzerland. Participants were selected from central Marketing Management, CEOs from mayor countries and medicine experts from international universities and hospitals.

Problem; Disagreements on strategically issues

Achievements; An agreed upon strategic plan was produced.

EMPLOYMENTS

- 1998 - **Harling Consulting AB**, CEO
Coach, Negotiations, Selling Skills
- 1986 – 1998 **Sinova Management AB**, Partner
Organizational Development, Selling Skills
- 1980 – 1986 **Dynacom AB**, Consultant
Organizational Development, Sales
- 1976 – 1980 **Svenska Philips AB**, Training Manager
- 1974 – 1976 **AdmRationalisering AB**, Training Consultant
- 1972 – 1974 **Hermods**, Training Consultant
- 1970 – 1972 **Söderberg&Haak AB**, Controller

EDUCATION

M.Sc.in Ba and Econ. University of Stockholm 1970

BOARD EXPERIENCE

Sinova Management AB

Centrum för Affärssimulering AB

Gota Trade

Konsultgruppen Prima AB

Saltsjöbadens Idrottsförening, (chairman)

Bostadsrättsföreningen Rehnsgatan, (chairman)

LECTURER 2000 – 2010

- Ashridge Business School, London
- Gammelkroppa School of Forestry
- IFL Executive Education
- KTH Executive School
- Mgruppen
- Institute of Insurance Education
- Royal Swedish Institute of Technology
- Stockholm School of Economics
- Swedish Marketing Organization
- Swedish Government

PARTICIPANT PROGRAMMES

Strasbourg, ConCess Network, since 1995 –
Cambridge; Multicultural Management, 1996
Harvard; Harvard Negotiations Project, 2000
IFL; Board Programme, 2004

COURSES

MP, NLP, RHETORIC, SPIN, TA, UGL

LICENSED

Human Factors;

Accura Leadership Style, Accura Sales Style

Management Research Group;

Management Style, Sales Style.

Centre of Business Simulation,

Komplex/Simplex