

PIA JANSSON

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PROFESSIONAL SUMMARY

Creative | Visionary | Catalyst | Disruptor | Flexible | Possibility/Solutions Focused

As a highly motivated self-starter and master producer, I bring visions to completion. In my previous role, I managed a wide range of responsibilities, including education, events, tradeshow exhibits, sales meetings, marketing, graphic design, speaker, and sales support, while also being part of the leadership team, serving as the right-hand woman to three presidents and offering a coaching program to all employees. I have experience setting up small businesses from the ground up with limited resources, allowing me to develop a keen understanding of organizational needs and a strategic approach to execution. As an experienced executive coach and consultant, I have a proven track record of infusing rock-solid confidence in others by focusing on their strengths. As a powerful motivator, I easily guide successful leaders, sales executives, and peers, fostering trust, confidence, and dedication for positive results. I am fluent in both English and Swedish.

EXPERIENCE

Executive Sales Leadership Strategist – Pia Jansson 7/2016 – Present

- Help leaders identify the problem and clarify what actions they can take to achieve higher levels of success.
- Assist them in rediscovering their natural-born talents, focusing on their strengths to increase their performance, reconnect to the top-notch version of themselves, and win in business and life.
- Publish blogs and insights on social media channels to help leaders become more of themselves.
- Consults on leadership development, marketing projects such as events, education, exhibits, and setting up businesses.

Director of Marketing – Neoss, Inc., Woodland Hills, CA 8/2006 – 1/2022

Hired to set up and organize the company infrastructure of the US subsidiary from the ground up. Helped the company go from \$0 to multi-millions in revenue and profitability after five years of successfully launching the implant and prosthetic product lines in the USA.

- Oversaw all aspects of marketing, graphic design, managing education*, exhibits, and sales support, working closely with the President and VP of Sales as a strategic partner and executive coach (*until May 2021).
- Initiated and offered a strengths-based coaching program for employees that transformed each person's personal and business reality. The coaching resulted in higher engagement and increased performance – a win-win for the company and employees.
- I created and managed a successful symposium with solid educational content and record-breaking attendance.
- Developed and designed print and digital marketing collaterals and designs for sales & course flyers, catalogs, direct mail, advertisements, booth designs, and social media using Adobe Creative Suite.
- Created business systems within marketing and office logistics with continuous development, expansion, and updated improvements to ensure optimal efficiency, ROI, revenue increase, and growth.
- Successfully managed IT, office logistics, and business operations during the start-up phase of the business.

Consultant/Owner – Creative Power 4U/Space-2-Play 4/2005 – 10/2017

I founded this business to provide website building, FileMaker database design, coaching, consulting, and project management services for small to medium-sized companies. Over time the focus shifted to incorporate more healing and coaching.

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Operations Manager – gIDE 11/2005 – 8/2006

As the Operations Manager at gIDE, an online education provider for dentists and staff, I was initially hired as a consultant and quickly transitioned into employment to help them organize and set up systems to make it easier for office staff to do their day-to-day tasks as the business transitioned from a home-based environment to an office. During my tenure, I analyzed the current business structure with a SWOT analysis and generated efficient systems that provided the organization with added revenue growth. I created structure, organization, and SOPs where none existed prior. I designed custom FileMaker databases to institute a more efficient and easy business system for the team members, managing orders, shipments, inventory, and activities. Additionally, I managed a staff of four individuals responsible for events, customer service, IT, production, and accounting.

Nobel Biocare, Sweden, and USA 10/1989-5/2005

At Nobel Biocare, I held several positions within the company for close to 16 years as it was in high-growth mode. I started at the global HQ in Sweden, where it was based at the time, with purchasing and logistics. In 1994, I moved into the sales organization of the US subsidiary, initially as the office manager for the western division, which included sales support, a variety of initiatives and projects in marketing, education, events, and customer interaction, to name a few. I moved into education, later product management, and marketing communication while continuing to support the sales team and later managing all the exhibits for North America. I thrived at the various projects I managed and was part of a team that created a new business area. I was the go-to person for different departments and department heads, being a strategic partner to my bosses for one. I was often selected to get departments reorganized, i.e., change management, to create order out of chaos, and then train staff to manage the day-to-day.

EDUCATION

LPN (Licensed Practical Nurse) – Hässleholm, Sweden 1981

CERTIFICATIONS

- Gallup-Certified Strengths Coach (July 2016 – present)
- Gallup® BP10™ trained (2017 – Current)
- GeniusU Certified Flow Consultant (2020-2021)
- Sales/Transformational Hypnosis (2019 – Current)
- Certified in multiple energy healing modalities, including Access Bars®, Instant Miracle Coach, and Reiki
- Landmark courses, including their introductory leadership program – ILP (2001 – 2007)

SKILLS/COMPETENCIES

- Proficient in Adobe Creative Suite CC (InDesign, Photoshop, Illustrator primarily), FileMaker Pro, iWork Suite. Microsoft 365, Asana, Salesforce, and website building in Divi (WordPress). I love exploring software and apps, adding new ones as the need arises.
- Excellent leadership and coaching skills with a proven ability to motivate and inspire individuals and teams to achieve their goals and exceed expectations.
- Strong project management skills, with a demonstrated ability to plan, organize and execute complex projects from start to finish.
- Experience in start-up and change management with a talent for identifying organizational needs and implementing strategic solutions that drive growth and profitability.
- Naturally skilled in strategic thinking and love brainstorming. I bring a positive attitude and a knack for sparking possibilities and getting into action.