



Andreas Krona

Entrepreneur, Business developer, International Sales Manager, Creator, People- and project manager.

Profile

Andreas is an entrepreneur, business developer, and creative mind with a full dedication to every project he is involved in.

AI, Sustainability, Digitalization, and People and Change Management are areas where he recently has provided value to clients. Understanding complex projects and seeing multiple perspectives helps Andreas see opportunities and provide clear and effective communication to drive and guide teams toward success.

Andreas has reached his greatest success so far through his work with the ColorCode 3-D® system that he helped take from a one-person company in 2006 to one of the most used 3-D Stereo technologies in the world in roles including International Sales Manager and Chairman of the Board. Projects include the Super Bowl half-time commercials 2009 with DreamWorks, PepsiCo, and Intel, Time Inc's 3-D specials in Time Magazine, Sports Illustrated, People, Fortune and Entertainment Weekly, and the Channel 4 3-D Week in the UK: a total sales of over 170M 3-D glasses and associated production services. In his work with ColorCode 3-D Andreas has also built a solid experience and network within several industries including Educational, the Amusement Park, Computer Games and MedTech.

Andreas also has a solid experience in interactive media production and creative work within the entertainment industry including development of film- and TV concepts, script writing, directing as well as music composing and writing should also be added to Andreas' list of valuable experiences.

Andreas is known to be smart, honest, enthusiastic, and ambitious without overdoing things. He is full of new creative ideas and solutions to any problems that might obstruct his road to success.

International Business development	Spatial Vision/ XR/3D	AI	Change Management	Digitalization	Communication
People Management/ Coaching	Project management	Leadership	International Sales & Marketing	Innovation	Strategy



Experience

Interim CIO | Moment Group

2022-2023

Responsible for IT infrastructure and service organization and development at the leading Experience Industry company in Scandinavia.

- IT Service supplier responsible
- Developing an internal IT contact organization
- Finalizing IT Security projects
- Setting up structure for onboarding process
- Setting up e-learning platform (Nanolearning)
- Developing sustainability e-learning course

Product Definition Lead | CEVT

2021-2022

Part of team that defined and developed digital product concepts supporting Mobility for a Different Tomorrow

- Leading work with user-centric development methods
- Supporting and coaching emerging technologies team in concept development
- Developed sustainability forum and network and education in cooperation with sustainability lead
- Co-developed sustainability e-learning in cooperation with sustainability lead

Chief Commercial Officer and CEO | Talkamatic

2016-2021

Leading Talkamatic from a research-focused to customer- and user-driven organization (CCO 2016-18, CEO 2018-21).

- Increasing commercial revenues from close to zero to a total of over 5MSEK.
- Establishing relationships with leading international companies including IBM, Amazon, AB Volvo, BMW, Oracle, Telia, and Bonnier.
- Founding Partner of AI Sweden <https://www.ai.se/en/partnership/partners>
- Selected in first batch of Mobility Xlab <https://www.mobilityxlab.com/project/talkamatic>
- Selected on IVAs first 100-list <https://www.iva.se/det-iva-gor/utmarkelser/ivas-100-lista/talkamatic-ab/>
- Building a user- and customer-centric development organization.

Sales Manager/CEO/Owner | ColorCode 3-D/Ogon

2007-

A great journey from unestablished to world-leading 3-D technology and back. In close cooperation with the inventor Svend B Sorensen.

- Sales of more than 170M 3-D glasses.
- Superbowl Halftime Commercials with DreamWorks, Intel, and PepsiCo working with Jeffrey Katzenberg and his post-production team.
- Covers and 3-D in Time Magazine, People, Sports Illustrated, Fortune, and Entertainment Weekly.
- Projects for multiple Hollywood Studios and TV Channels including Warner, Channel 4 UK, and CBC Canada.
- Plenty of lessons learned and stories to be told.

Please ask for additional assignments and engagements



Education

Executive MBA | University of Gothenburg

2020-2022

Executive MBA with focus on international business

- Residency at Indian Institute of Management, Bangalore
- Thesis project "How do executive leaders nurture care in their organization?"
- <https://www.guexed.com/the-göthenburg-executive-mba-more-leadership-than-management/>

Interactive Television Authoring and Production |

Universidade Lusófona

2002-2003

Post grad education.

- Script writing, pre-production, interactivity, directing, and post-production.
- Teachers and lecturers from Hollywood (i.e. Kent Bateman), and MIT (i.e. Gloria Davenport) in the US as well as European leading directors, writers, and game developers.
- Co-wrote and co-directed

Acting School | Katrinebergs College

1996-1997

One year of acting school

- Courses also included creative writing
- Worked closely with the film school students
- Final play "They shoot horses, don't they?"

Master of Science | Chalmers University of Technology

1992-1997

Master degree in Automation Engineering.

- Elective courses towards human-computer interaction and leadership.
- Thesis project at Kaiser Aluminum in Pleasanton, California, USA.
- Engaged in various student organizations.

Please ask for additional education, training and courses

Languages

- Swedish (Native)
- English (Fluent, 5 years living, studying, and working in the United States)
- German (Basic knowledge)

Additional info

<https://www.linkedin.com/in/andreaskrona/>

Creative outlet in writing including music available on Spotify, for example:

https://open.spotify.com/album/3ggJgGrRQIk8DFA6uMTneB?si=eWEqcEUQROyrBRvFR_U0hg