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Top Skills

Strategic Communications
Communications Planning
Corporate Communications

Languages

Swedish (Native or Bilingual)
German (Elementary)
English (Professional Working)

Johan Axell

Making organisations and individuals say bye bye to their past to create a sustainable future

Sandviken, Gävleborg County, Sweden

Summary

Experienced in sustainability, climate action, and leadership. Skilled in change management, corporate communications, leadership and organizational development. Highly reputed and experienced working for and doing business with public sector. Specialized in supporting sustainable development and climate transformation including corporate communication for leaders to become truly sustainable and communicative. ICC certified coach.

Experience

Digital Openers AB

Chairman of the Board

March 2026 - Present (5 months)

Stockholms kommun, Stockholms län, Sverige

Orrudden Konsult AB

CEO and owner

2013 - Present (13 years)

Sandviken, Sweden

Management Consulting supporting and developing leadership and communication for better business and more efficient organizations. Organizing and hosting meetings and facilitating workshops and seminars. Making leaders and leadership more innovative with focus on creating motivated teams and organizations. Developing businesses with public sector helping organizations with public procurement.

The Swedish Academy of Board Directors Gävleborg

Board Member

April 2022 - April 2026 (4 years 1 month)

Gävle kommun

Demofabriken Musikentreprenad AB

Member of the Board

October 2020 - April 2026 (5 years 7 months)

Gävle, Sweden

Municipalities of Sandviken, Ockelbo and Hofors

5 years 11 months

Environmental controller

February 2021 - December 2024 (3 years 11 months)

Sandviken, Gävleborg, Sverige

Process and Project Leader Sustainable Transport

February 2019 - January 2021 (2 years)

Sandviken, Sweden

Armé- Marin- och Flygfilm AMF-Film Aktiebolag

Member of the Board

June 2018 - May 2021 (3 years)

Stockholm, Sweden

Working with one of the worlds oldest filmarchives, it now goes digital making the archive open for users and lovers of film. For customers the possibility increases to have film and pictures accessible 24/7.

AKA-Film AB

Member of the Board

April 2014 - May 2021 (7 years 2 months)

AKA Film is one of Swedens oldest production companys and started back in 1928, mostly producing film for the Swedish Armed Forces. Today AKA Film is a modern and innovative filmcompany producing film for public authorities, private enterprises and other organisations. AKA Film also does its own productions, such as historical films and documentaries for Swedish and foreign television. AKA Film also has access to one of the worlds oldest film archives, with tremendous opportunities to produce film of great historical value.

Nowa Kommunikation AB

Senior Communications Advisor, Nowa Executive

June 2014 - January 2017 (2 years 8 months)

Working as Senior Communications Advisor with assignments as:

-Branding platform for public transport company by using new innovative service design working process

-Communication plan for a take over , company 200 employees and turnover MSEK 200

-Year long support and change management process including coaching ,
Communication department at Swedish public authority

Inhouse AB

Management Consultant

January 2014 - June 2014 (6 months)

SKL Kommentus Media AB

CEO, Managing Director

October 2009 - January 2013 (3 years 4 months)

Sweden

CEO at SKL Kommentus Media leading a staff of 19 employees. The company's market was 99% public sector. Turnover MSEK 35-40. Selling HR-systems for employer support, digital e-form services and printed forms, books etc. Rationalized among a diversity of products, organized and recruited a marketing and sales force. Left the company with a good knowledge and experience of how to do business with the public sector and being CEO.

FOI

Director of Communications

March 2005 - October 2009 (4 years 8 months)

Director of Communications with 5-7 employees over the working period. Rationalized and reorganized the communication process of the public research authority FOI (Swedish Defence Research Agency). Worked daily with press contacts, supporting the knowledge of the researchers to spread. Changed the public view of the agency from secret to open and transparency. During a period I was also responsible for the authority's staff of secretaries (about 20) with the task to rationalize the group and halve the workforce.

Swedish Environmental Protection Agency

Director of Communications

January 2001 - March 2005 (4 years 3 months)

Sweden

Took over the newly reorganized Communication department and with almost 19 employees. Reorganized the communication working process at the authority and supported the decentralized organization of communication officers. Responsible for the Climate campaign, a MSEK 90 campaign to change knowledge and attitude regarding climate change in society, bringing awareness of climate issues to people.

Telia AB

Communications Manager

June 1999 - December 2000 (1 year 7 months)

Sweden

During the working period at Telia AB i had three assignments:

- Market Communications Manager, Telia Broadband Group Programme, Telia AB. Budget of MSEK 60 to promote and launch Telia AB as a broadband provider (ADSL). Responsible for planning and producing campaigns. Telia was quickly made Top of mind in Sweden as broadband provider. I became No 14 "Hottest in marketing" by Swedish marketing magazine.

Had during the working period positions as:

- PR manager, Skanova AB.

-Head of Comuncations, Telia IT-Service AB, Stockholm

The Swedish Rail Administration

Communications Manager

June 1998 - June 1999 (1 year 1 month)

Stockholm, Sweden

Interim assignment as Communication manager. Working for the project planning business department. Change was happening, with new organisation and working processes. I was a part of it.

SJ (The Swedish State Railways)

Head of Communications, Northern Region

March 1992 - June 1998 (6 years 4 months)

Gävle, Sweden

I was responsible for communicating SJs business in the North of Sweden. I had two employees. Working daily with media contacts and suporting leaders and the organization to become customer orientated and more communicative. Internal communication was a daily issue.

During tre years head of The Swedish Railway Museum (owned by SJ).

Change management, developing market and sales organization, recruited new Head of the museum and 3-4 new employees (became 8 employees).

Thanks to my work the museum today has about 30 employees and is today investing MSEK 100 in new facilities. As the author of the museum's jubilee book 2015 said interviewing me "During those three years, so much handn't happened during the years from 1915."

Vattenfall Utveckling AB/Group R&D

Communications Manager

February 1989 - March 1992 (3 years 2 months)

Education

IHR-Stockholm School of Communication and Marketing

DIHR, Marketing, sales, communication, marketing economy · (1987 - 1988)

The Swedish Academy of Board Directors/Styrelseakademien

Certified Board Member/Certifierad Styrelseledamot "Rättfokus i

styrelsearbetet" · (2016 - 2016)

Uppsala University

Bachelor's degree, Biology · (1982 - 1985)

Bessemer gymnasiet

Gymnasieexamen, Naturvetenskaplig linje · (1975 - 1979)