



CARL BERGENDAL

SALES & ENGINEERING MANAGER

CONTACT

carl.bergendal@live.com

www.linkedin.com/in/bergendal

<http://stonyplain.se>

+46 70 663 99 66

Stockholm, Sweden

CHARACTERISTICS

Strong communication skills •
Collaborative • Problem Solving •
Leadership • Multi Cultural •
Excellent Organizational skills •
Poised under pressure

SUMMARY

Profile: I am a dynamic and results-driven professional with extensive international experience spanning various industries and cultures. Proven track record in managing global sales, partners, and engineering teams.

Experience: Successfully led teams and managed client relationships across Europe, the United States, and Asia, directly collaborating with many top Fortune 500 companies. Over the last decade, established a robust professional and international network within the automotive and embedded sensor industries.

Skills: Solid software background with documented expertise in cloud-based services for automotive, insurance, and IoT applications. This technical proficiency provides a significant edge in planning and executing development and integration projects.

COMPETENCES

- International Sales
- Customer Relationship Management
- Partner Management
- Product Development
- Business Development
- Automotive Industry (OEM and Aftermarket)
- Consumer Electronics Industry
- Cloud Solutions

EXPERIENCE

OWN BUSINESS - [STONY PLAIN AB](#)

AUGUST 2020-PRESENT

Helping customers to develop and expand business. I am open to assignments through my company or as an employee. Visit homepage for complete list of reference customers.

Sample projects

[Cppcheck](#) – Implementation of a global network of sales agents. Initial focus on USA, Taiwan, China, South Korea and Japan. The product is a cyber security C++ static code analyzer.

[Acconeer AB](#) – Setting up North American sales rep project for sales of microchip radars used for level- and object detection and automotive sensors for liftgate gesture and interior presence detection.

CARL BERGEDAL

SALES & ENGINEERING MANAGER

QUALIFICATIONS:

1993 MS Certified Professional.
1997, speaker Microsoft Dev Days.
1998, speaker Microsoft Dev Days.
Certified Presale in Solution Selling
Certified Sales at QlikView
Continuous leadership training by
Consultus AB.

EDUCATION:

Elementary school 9 years
High school: Economics
College: N/A as I unplanned
started working as an IT
professional right after high
school.
Military service: Head of Group at
the Naval Base Defense

PERSONAL:

Born: 30 March 1967 in
Stockholm, Sweden.

Living on a floating house with my
partner.

One grown up daughter, Frida.

ACTIVITIES AND INTERESTS

Music (playing drums) • Sea and
Ocean • Hiking • Cooking • Travel

SALES DIRECTOR - AIS, [SMART EYE AB](#)

JANUARY 2021-PRESENT

- Leading global sales and business development for the AIS (Applied AI System), a driver monitoring system including camera, ECU, and software, used by OEMs and on the aftermarket.
- Managed a sales team across China and Europe, while collaborating closely with neighboring sales teams in Japan, Korea, and the Americas.
- Pioneered the market introduction and distribution network from scratch, both for OEM and aftermarket sectors.
- Bringing on integration partners to extend the market and product offerings.
- Worked alongside the product team to develop the product roadmap, manage project estimations, and deliver projects efficiently.
- Focused on complying with EU safety regulations (GSR), achieving rapid growth from 0 to 20 global OEM customers in 2 years, including premium brands with complex Autosar integration projects and regulatory homologation testing.

EXECUTIVE VICE PRESIDENT OF SALES, [NEONODE INC](#)

JANUARY 2018-JULY 2020

- Managed sales teams across Sweden, Japan, Korea, Taipei/Greater China, and the Americas, overseeing a customer base of 75 million licenses sold.
- Portfolio included touch-sensors, smart steering wheels, and driver monitoring software.
- Dual role as EVP of Sales and Acting VP of Engineering, providing leadership in both sales and engineering functions.
- Served customers across diverse industries: Automotive, Aviation, Military, Medical, and Consumer.
- Navigated various industries and cultures to align operations with a strong Use Case focus.
- Secured Neonode's first tier1 automotive OEM customer in the USA and the first printer deal in China.
- Built a large global sales network of distributors, sales representatives, and technology partners in 2018-2019, collaborating closely with the partner manager.

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VP OF ENGINEERING, NEONODE

DECEMBER 2015-DECEMBER 2017

- Managed a team of 40 engineers in Stockholm, Taipei, and Silicon Valley, including field application engineers.
- Implemented Scrum, transitioning teams from ad-hoc customer focus to a structured product development organization meeting automotive requirements.
- Worked with production facilities in Sweden, Malaysia and Vietnam.
- Established a support organization to cater to a new standard sensor customer base.
- Bridged the gap between sales and engineering.

BUSINESS AREA MANAGER, KNOWIT STOCKHOLM AB

FEBRUARY 2012-NOVEMBER 2015

- Rebranded the Microsoft business within Knowit, establishing a new, profitable Digital Solutions (DS) business area with approximately 40 project managers, architects, UX designers, software engineers, and MS Dynamics CRM consultants.
- Served as a member of Knowit's management team and Partner Manager of the Microsoft Partner Program.
- Successfully closed one of Knowit's major project deals in 2014, developing a comprehensive life reinsurance system for a US customer.

VARIOUS POSITIONS, SOFTRONIC AB

JANUARY 1997-JANUARY 2012

2006-2012 Business Area Manager

Building up a new business area of project managers, developers and business consultants with focus on Dynamics CRM, QlikView and various IT Services in .NET and Azure for the Automotive and healthcare industry in Europe.

2002-2006 Management Consultant

I had a number of assignments such as Technology Group Manager at NCC Constructions and as IT manager and Solution Architect in the academic event business.

1997-2001 Business Area Manager

Running my company Advecta as a subsidiary of Softronic. As a BAM I reported directly to the CEO.

CO-FOUNDER/IT PROFESSIONAL, ADVECTA AB

1989-1996

IT pioneers during the early 1990s, we were one of the first six companies in Sweden to become a Microsoft Solution Provider and I was personally on of the first 50 MS Certified Professionals.