

# JOAKIM DAHL

**Management Consultant • Business Developer • Project Manager • Business Support**

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## PROFESSIONAL SUMMARY

I help companies navigate change, drive growth, and make strategic decisions in both operational and board-related contexts. With over 25 years of business experience and an IT background, I work daily at the intersection of business development, digitalization, and communication.

My role combines business acumen with technical understanding – often as an external resource close to CEO, board, or owners. I take on assignments as advisor, interim management support, or project leader in phases where structure, pace, and decision-making capability are crucial.

With over 25 years of experience in business, I have held leading roles in communication, corporate governance, investor relations, and strategic business development. I am founder of Joakim & Dahl AB, a management consultancy that supports listed and unlisted companies in transformation phases, capital raising, corporate communication, and stock exchange strategic matters.

My strength lies in combining operational business sense with strategic perspective – often in complex and regulated environments. I have held board positions on most Swedish marketplaces as well as previous assignments in other listed companies.

## CORE COMPETENCIES

**Management** – Support to leadership and board in transformation phases. Step in close to CEO or board to create structure, focus, and drive. Extensive experience with owner-managed, entrepreneurial, and listed companies.

**Business Development** – New business models, scaling, and market establishment. Help companies identify and develop opportunities from analysis to implementation, including internationalization, partnerships, and investment preparation.

**Project Management** – Delivery of complex projects, often with technology focus. Take responsibility for business-critical initiatives like M&A processes, IPOs, product launches, and transformation projects.

**Business Support** – Structure, analysis, communication, and decision support. Relieve and strengthen management teams with financial oversight, IR communication, and materials for boards/owners.

## PARTICULARLY KNOWN FOR

I am known for delivering clear and precise communication to both the market and company owners, combining transparency, structure, and trust-building leadership. I support strategic decision-making during critical phases of growth and transformation, often providing guidance to management in areas such as investor relations, M&A, and stock exchange strategy. My engagement extends beyond the boardroom, ensuring a hands-on presence that strengthens execution, alignment, and long-term value creation.

## CURRENT ROLE

### Founder & CEO | Joakim & Dahl AB

*2020–Present*

Strategic advisor to listed and growth companies, supporting executive teams and boards through transformation, capital raising, IR, and business development. Leads high-impact projects such as IPOs, restructurings, and M&A processes. Specialist in financial communication, corporate governance, and integrating AI in advisory and content production. Frequently engaged as interim CEO, CFO or board-level strategist.

## BOARD LEADERSHIP (SELECTION)

*Board Member | 2012–Present*

Extensive experience in public board roles across Swedish marketplaces including Nasdaq First North, NGM, and Spotlight. Active during critical phases such as IPOs, shareholder strategy, and corporate transformations.

- Abelco Investment Group (Nasdaq First North)
- eBlitz Group (NGM)
- Syncro Group / Gigger, Sociallite US, Blick Global Group (Spotlight)
- Proven track record in regulatory governance, IR strategy, and sustainable value creation.

## PREVIOUS KEY ROLES (SELECTION)

### Senior Advisor | Provobis Holding / Media House Europe AB

*2008–2020*

Trusted business advisor to Rolf Lundström, supporting ownership strategy, investment evaluation, and portfolio development. Delivered over 100 strategic projects across sectors including media, gaming, finance, and tech. Served as CEO and board member in portfolio companies.

### IT & Digital Strategy | Göteborg & Co

*2001–2005*

Led digital transformation for West Sweden's official tourism platforms. Developed Goteborg.com and Vastsverige.com, introduced online hotel booking, and guided IT strategy across regional destinations.

### Media & Gaming Tech Pioneer | Bingolotto / Folkspel

*1993–2001*

Managed IT, online gaming and digital projects in one of Sweden's most iconic entertainment platforms. Led the development of casino platforms, TV systems and web portals – launching one of Europe's first betting systems online in the mid-90s.