



### **Carl Kallen**

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Carl Kallen is responsible for the market development and scaling of Zebra Technologies Enterprise Asset Intelligence (Enterprise IoT) Solutions across North America. Carl brings Zebra 20 years of advanced, international business development know-how from technology behemoths Samsung, Sony and Ericsson.

During his previous tenure at Samsung, Mr Kallen managed to effectively transform the B2B unit to a premium product and solutions division, increasing value-share sharply. Previously, he worked with Global Carrier Groups T-Mobile, Telefonica, 3 and America Movil in Senior Sales Management appointments at Samsung, Sony and Ericsson, winning multiple global and local excellence awards. Carl began his career with Procter and Gamble where he gained invaluable experience in consumer products sales and marketing management practices.

Born in Venezuela, raised and educated in Switzerland, Spain and Sweden, Mr Kallen is a truly international business professional, speaking 5 languages, having lived in 7 countries and conducted business in 36, spanning four continents. Carl Kallen holds dual Bachelor's degrees from Boston College in Economics and Spanish. He earned his Master's degree from the Stockholm School of Economics in International Business and Economics and has been a frequent guest lecturer at the University of Hull.



### **Natalie Söderberg**

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Natalie is a Stockholm native who spent part of her childhood in London. She studied Political Science and Chinese at Stockholm University. At 21, she moved to Shanghai, to study Chinese. What was supposed to be a three-month study term turned into Natalie co-founding a cross-cultural communication consulting firm, which she managed, grew and sold in three years. In 2017 she moved to Chicago and founded her third company to date, a digital community for Scandinavians living in the United States, Swedes in the States. The platform offers everything from articles, guides and information from Scandinavian organizations in the U.S to job boards and event pages. In addition to Swedes in the States, Natalie also helps companies navigate the digital world by consulting in digital marketing & strategies, website development, and e-commerce. She enjoys working with small companies and startups. Natalie lives in River North, Chicago and enjoys trying out the amazing food scene that Chicago has to offer in her spare time.



### **Rasmus Lundgren**

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For the last ten years, Rasmus has been working as a reporter and editor at several Swedish newspapers, among them Svenska Dagbladet, Göteborgs-Posten, Bohuslänningen, and Borås Tidning. Since moving to Chicago, Rasmus has been freelancing for Swedish media outlets and the Nobel Prize media arm, both as editor and reporter and is from Gothenburg, located on west coast of Sweden.