

## Martina Andreasson



Management consultant change & strategy communication,  
CEO at Acomms AB

Communications professional with more than 20 years' experience from transforming businesses and driving strategy execution through engaging change communication.

My clients are global companies operating in innovation-driven industries such as Life Science and MedTech, but also Industrial Engineering companies. For impactful change communication supporting transformation processes, I collaborate closely with Executive leadership teams, Communications Teams, People/HR and dedicated Program Management Offices (PMOs).

My ultimate goal is to make my clients succeed. I embrace their purpose, strategic goals and values and make things happen through leaders empowerment and employee engagement. My services are hands-on and I leverage from an experienced toolbox developed through several change programmes delivered in the last 20 years. Read more on [www.acomms.se](http://www.acomms.se) and LinkedIn profile [Martina Andreasson \(Acomms AB\)](#).



**Founder and co-owner of:** Acomms AB since September 2015

**Born:** 18 November 1972

**Civil status:** Married since 1993, mother to three adult sons

**Based:** in Frillesås, South of Gothenburg, Sweden

### Track record – ongoing projects:

	<b>Period:</b>	August 2024 – End Q2 2025
	<b>Client:</b>	Munters AB
	<b>Type of project:</b>	Carve-out
	<b>Role:</b>	Communications Lead for Munters Equipment business carve-out
	<b>Report to:</b>	PMO Director
	<b>Objectives:</b>	Develop and implement global communication strategy and plan as per approved carve-out milestone plan. Execute both externally and internally (change narrative, press releases, Q&A documents, global newsletters, leaders & employee change communication, advisory and coaching)
	<b>Period:</b>	January 2024 – May 2025
	<b>Client:</b>	Mölnlycke Health Care
	<b>Type of project:</b>	ERP global upgrade – from SAP ECC to SAP S/4 HANA
	<b>Role:</b>	Communications Lead for Next Generation ERP (NGERP) programme
	<b>Report to:</b>	PMO Director
	<b>Objectives:</b>	Develop and implement global communication strategy and plan in line with Mölnlycke digital strategy and SAP Activate methodology (Steering Committee engagement, monthly newsletters, moderator for All Hands meetings, internal social media posting, intranet news, animated videos, etc)

### Track record – delivered major projects:

	<b>Period</b>	May 2021 – August 2023
	<b>Client</b>	Mölnlycke Health Care
	<b>Type of project</b>	Implementation and execution of Mölnlycke strategy 2023-2026
	<b>Role 1</b>	Transformation Communications Lead
	<b>Role 2</b>	Communications Business Partner CFO functions
	<b>Reported to:</b>	CEO resp. CFO
	<b>Period</b>	March 2021 – June 2023
	<b>Client</b>	Mölnlycke Health Care
	<b>Type of project</b>	Project Lighthouse – restructuring of IT, People and Finance
	<b>Role</b>	Change Communications Lead
	<b>Reported to:</b>	PMO Director
	<b>Period</b>	January 2020 – January 2021
	<b>Client</b>	AstraZeneca
	<b>Type of project</b>	HR – Passion for People Development & Organisational Health
	<b>Reported to:</b>	HR Sweden Lead and Project Director
	<b>Role</b>	Change Communications Lead

Other delivered projects 2015 – 2025 (Communications Lead):

<b>AstraZeneca R&amp;D:</b>	Global Medicines Development - global restructuring program
<b>AstraZeneca Operations:</b>	Pharmaceutical Development & Technology – global restructuring program
<b>AstraZeneca R&amp;D:</b>	R&D Awards Ceremony – annual global recognition event, live broadcast
<b>AstraZeneca Sweden:</b>	Talent Attraction Strategy for Sweden (TASS) - communication strategy development
<b>Rejlers AB:</b>	Life Science strategy implementation – strategic communication advisory
<b>Antaros Medical AB:</b>	Internal communication & PR services for start up
<b>Biosergen AB:</b>	Communications advisory and clinical study communication support to CEO

### Previous employments:

- 2013 – 2015: **AstraZeneca** - Regulatory Affairs, Patient Safety, Quality Assurance and Clinical Operations  
Global corporate and strategy implementation communications manager
- 2006 – 2013: **AstraZeneca** – Pharmaceutical Development  
Communications and engagement lead for several change programmes, including R&D site exits and closures.  
Employee and leaders’ engagement strategist and change programme coordinator.
- 1994 – 1998 and 2001 – 2006: **AstraZeneca** - Global Marketing & Business Development  
Marketing Communications / Congress & Exhibitions Specialist (including studies and parental leave)
- 1999 – 2000: **Freelance consultant** – Communications & Event Management

### Education:

- 2004-2006: Marketing Management at The Chartered Institute of Marketing (CIM), UK  
Modules: Marketing Planning, Research & Information, Communication and Marketing Management in Practice
- 1987 – 1991: Business Academy with GCE Examination A-levels, Prague 8, Czech Republic

**Testimonials:**

Please visit <https://www.acomms.se/testimonials>. Among others, read recommendations from Mölnlycke CFO and AstraZeneca Sweden HR Lead.

**Me & my toolbox:**

<b>Languages:</b>	Business proficient in Swedish and English. Fluent in Czech, basic knowledge of German, Spanish and Russian languages
<b>IS systems:</b>	MS Office incl. SharePoint pages development, Vyond Animated Videos
<b>Mindset:</b>	<p>People usually describe me as a positive, social and engaged entrepreneur with high energy level. Although being recognised as self-starter and implementer, I value teamwork and opportunities for collaboration to create tangible results, personal growth and productivity at the same time.</p> <p>I believe that my sense of humour and positive attitude to my work and colleagues help me to deal well with stress and help others to feel good at work.</p>
<b>Sport:</b>	<ul style="list-style-type: none"><li>• <u>Long distance cycling:</u><ul style="list-style-type: none"><li>- Autumn 2023: From Sweden to southwest Spain (Isla Canela) – 3400 km, 58 days</li><li>- Summer 2024: From Malmö to Czechia (Prague) – 820 km, 12 days</li></ul></li><li>• <u>Golf:</u> hcp 15.0. Hole in One (HIO) 3 times</li><li>• <u>Cross-country skiing:</u> Kortvasan 2018, 30 km</li><li>• <u>Running:</u> 2007 Skövde 6-hrs run (40,1 km)</li></ul>
<b>Personality test results:</b>	MBTI (Myers-Briggs Type Indicator) – ENTJ
<b>Driving licence:</b>	B

References will be shared upon request.

Kind regards,

Martina

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