

Martina Andreasson



Management consultant change & strategy communication,
CEO at Acomms AB

Communications professional with more than 25 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, brand, 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 25 years. Read more on 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 – major projects delivered:

	Period:	August 2024 – End Q2 2025
	Client:	Munters AB
	Type of project:	Carve-out
	Role:	Communications Lead for Munters Equipment business carve-out
	Reported to:	PMO Director
	Objectives:	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)
	Period:	January 2024 – May 2025
	Client:	Mölnlycke Health Care
	Type of project:	ERP global upgrade – from SAP ECC to SAP S/4 HANA
	Role:	Communications Lead for Next Generation ERP (NGERP) programme
	Reported to:	PMO Director
	Objectives:	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)

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

Other delivered projects 2015 – 2025 (Communications Lead):

AstraZeneca R&D:	Global Medicines Development - global restructuring program
AstraZeneca Operations:	Pharmaceutical Development & Technology – global restructuring program
AstraZeneca R&D:	R&D Awards Ceremony – annual global recognition event, live broadcast
AstraZeneca Sweden:	Talent Attraction Strategy for Sweden (TASS) - communication strategy development
Rejlers AB:	Life Science strategy implementation – strategic communication advisory
Antaros Medical AB:	Internal communication & PR services for start up
Biosergen AB:	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 Health Care former CFO and AstraZeneca Sweden HR Lead.

About me & my toolbox:

Languages:	Business proficient in Swedish and English. Fluent in Czech, basic knowledge of German, Spanish and Russian languages
IS systems:	MS Office incl. SharePoint pages development, Vyond Animated Videos
Mindset:	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. 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.
Sport:	• <u>Long distance cycling:</u> - Autumn 2023: From Sweden to southwest Spain (Isla Canela) – 3400 km, 58 days - Summer 2024: From Malmö to Czechia (Prague) – 820 km, 12 days • <u>Golf:</u> hcp 14.0. Hole in One (HIO) 4 times • <u>Cross-country skiing:</u> Kortvasan 2018, 30 km • <u>Running:</u> 2007 Skövde 6-hrs run (40,1 km)
Hobbies:	Travelling, hiking, reading and cooking
Personality test results:	MBTI (Myers-Briggs Type Indicator) – ENTJ
Driving licence:	B

References will be shared upon request.

Kind regards,

Martina

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