

## Michael Bengtsson awarded scholarship to University of Gothenburg Executive MBA programme

**For the second year in a row, the Knut and Ragnvi Jacobsson Family Foundation has awarded an entrepreneurial scholarship to attend the Executive MBA programme at the School of Business, Economics and Law at the University of Gothenburg. This year, the scholarship has been awarded to Michael Bengtsson, co-founder of Mindbender Inc AB – a company specialising in animation and digital experiences.**

“After training to be a 3D artist, I started Mindbender in 2006 with some classmates. Similarly to when I was studying, my passion compelled me to strive for higher artistic and technical excellence. After a somewhat turbulent period, the company is now entering a new phase. To have the opportunity to be part of the Executive MBA programme is fantastic for Mindbender and for my own personal development. It feels like a dream come true. I am truly grateful to be awarded the scholarship from the Knut and Ragnvi Jacobsson Family Foundation. I’m really looking forward to making new connections and getting deeper knowledge and skills in entrepreneurship and business management,” says Michael Bengtsson, CEO for Mindbender Inc AB.



“One of the goals of our foundation is to award our entrepreneurial scholarship to one or more persons who demonstrate a desire to break new ground. We believe that Michael Bengtsson is a very good example of a person who dares to go his own way and who is passionate about developing his company in new dimensions. We wish him all the best and hope that the scholarship for the Executive MBA programme will lead to important progress and enhance his personal development,” comments Marianne Brismar, Chairman of the Board for the Knut and Ragnvi Jacobsson Family Foundation.

The University of Gothenburg Executive MBA programme is a 21-month, part-time management programme in English. It is accredited by the Association of MBAs (AMBA). With its Nordic-Asian focus, participants acquire the knowledge and tools needed to manage wide-ranging business responsibilities in a globalised market. Each module focuses on a specific topic, and both hard and soft skills are developed. The programme includes two separate 8-day residencies at elite universities in China and India.





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Photo: Turid Oom

### **About Mindbender**

Mindbender Inc AB is a company co-founded by Michael Bengtsson in 2006. The company creates digital experiences and films, with a focus on animation and interactive experiences. The company unites innovation and emotion centred around the user experience. [www.mindbender.com](http://www.mindbender.com)

### **About Knut and Ragnvi Jacobsson Family Foundation**

The purpose of the foundation is to support research and education in entrepreneurship and business management with a special focus on growth, logistics, innovation, quality and internationalization, as well as ergonomics and design. Scholarships are awarded to entrepreneurs and researchers.  
[www.familjenjacobssonsstiftelse.se](http://www.familjenjacobssonsstiftelse.se)

**The School of Business, Economics and Law, University of Gothenburg** delivers an AMBA-accredited Executive MBA programme, and customised training programmes for internationally-focused companies in the Nordic region. Training is provided in Sweden and abroad. By designing programmes that combine academic rigour and practical relevance, the school develops leaders and executives. The School of Business, Economics and Law at the University of Gothenburg is one of only 70 business schools in the world – and the only one in Sweden – to be ‘Triple Crown’ accredited, i.e. holding the three most prestigious international accreditations: AACSB, AMBA and EQUIS. This corresponds to approximately 0.5% of the total number of business schools globally. [www.guexed.com](http://www.guexed.com)



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