

Ulrika Göransson

Born 1970, Swedish citizen

Bachelor of Science in Business Administration and Economics, major in marketing

Primary work experience:

- OKQ8 Ab, Director, Retail and Associations, 2025–
- Zetas Garden Ab, CEO/Consultant, 2024–2025
- Teknikmagasinet SWE & NOR, CEO, 2019-2023
- Teknikmagasinet, Matera Retail, CEO, 2021–2022
- Teknikmagasinet Ab, Consultant, 2018–2019
- Clas Ohlson Ab, Director, Strategic Planning and Process and PMO, 2016–2017
- Clas Ohlson Ab, Director Business Development, 2011–2016
- Clas Ohlson Ab, Director of Marketing, 2008–2011
- Novartis Consumer Health, Director Marketing, 2007–2008
- Lynxeye Ab, Management/Strategy Consultant, 2003–2007
- Kraft Foods, Consumer Insights Specialist APAC, 2003

Current key positions of trust:

- Board Member, Spoon Agency AB, 2023–