

MILTTON LABS – THE TEAM

FREDRIK ANDERSSON

Fredrik Andersson is Chief Executive Officer and founder of Milton Labs.

During the last years, Fredrik has been based in Stockholm and New York. He's been dividing his time between working as a Strategic and Public Affairs Consultant and angel investments in startups.

His most recent investment is in the Milton Group, Finland's largest communications agency and the parent of Milton Labs.

Fredrik's a passionate lover of the Arts, and an investor in *Fotografiska*, (The Swedish Museum of Photography), one of the world's most prominent venues for photography. He's also a board member of the Civil Rights Defenders.

Fredrik started his career in Public Relations and Public Affairs in 1995 at Rikta Kommunikation, before he became a partner of Prime Group in 1998.

As one of the two major owners, Fredrik helped Prime Group become Sweden's largest public relations firm until a successful exit in 2013. Prime has built an international reputation for breakthrough creative work, winning numerous Cannes Lions, Eurobest, Clios and SABRE awards.

In 2008, Fredrik was awarded the International Public Relations Association prize for "Best Crisis Management Project in the World" in a project conducted for the Stockholm County Council.

MARTIN BORGS

Martin Borgs is Chief Innovation Officer and founder of Milton Labs.

Martin was previously heading the production company 922 Stories, which has been fully acquired by Milton Labs.

Since his debut *1200 miljarder* (1200 Billions), Martin has produced eight documentaries. Among those *Overdose—The Next Financial Crisis*, an award-winning documentary that has been broadcasted in over 50 countries and attracted more than 2.5 million views on YouTube.

His latest production *Någon annan betalar* (Somebody Else Pays) broke the Swedish record for crowdfunding of a movie, and instantly became a YouTube-hit. Serving as Sweden's Waste Ombudsman, Martin earned 50 000 followers on Facebook and extensive experience of campaigning through social media.

Martin was named "Lobbyist of the Year 1997" as a 23-year old, after defending Sweden's newly-born commercial radio. The award brought him to international PR firm Hill & Knowlton, where he went on to become director of public affairs before he left to become a documentary filmmaker.

He's written numerous books on the arts of communications, as well as the best-selling "365 ways of wasting your tax money".

Martin serves as a member of the board of the The Swedish Arts Council since 2011.

ANDRÉ ASSARSSON

André Assarson is Chief Digital Officer and founder of Miltton Labs.

André previously served as chief strategist for the Moderate Party in the Stockholm County Council, responsible for political planning and communications.

Stockholm County Council is one of Europe's largest healthcare providers. After the general election of 2014, it's the largest body governed by the Moderate Party in Sweden.

During the election campaign, André spearheaded a team of 20 digital activists engaging all means of social communication. Tactics included 24/7 monitoring, data mining, micro targeted campaigns, newsjacking gamification and visualization.

Prior to Stockholm City Council, André worked four years at Prime Group as a Public Affairs Consultant and expert on social media.

Since 2010, he's been an advisor to MEP Gunnar Hökmark on social media. André has been involved in politics since early age, and has also served as vice president of *Moderata Ungdomsförbundet* (The Moderate Youth League).

André's been writing editorials for *Västerviks-Tidningen* and is a very active Twitter user.