

ABOUT GUNILLA CARLSSON

CHAIR OF THE ISWA WORKING GROUP ON COMMUNICATION COMMUNICATIONS MANAGER AT SYSAV, MALMÖ, SWEDEN

Gunilla Carlsson have got more than 15 years of working experience in the field of media and communication science. She got a Bachelor degree in media- and communication science from the University of Lund, Sweden.

During the years she has worked in both municipalities, regional organizations and limited companies, as an employee, but is also a driven manager and consultant. Her best skills are organizational communication and strategic views of communication.

All actions within an organization will end up as a communication matter, sooner or later. Therefore it is always better to work with the origin of a communication problem (often in the operation of a company), not the effects of it. She also often points out that not all problems can or should be solved with communication actions.

Gunilla often and gladly proclaims the 4 E-theory:

1. Best effects do you get if you **Enforce** people to act in a certain way.
2. Next step is to work on the **Engineering**, to build up good techniques and systems.
3. **Educate** people (Communicate) in how to act.
4. **Encourage** people to continue to do the right thing.

CURRICULUM VITAE

EXPERIENCE

2013- Member of the international Rotary foundation

2013- Member of the Board of Directors for Avfall Sverige, the Swedish branch organisation for waste management.

2011- Deputy CEO of Sysav, South Scania Waste Company

2010- ISWA, Chair of the international communication group

2010- Member of the board of a limited company called Grisen & Tryffeln AB

2008-2011 Owner of Staffanstorps Gästis AB, a restaurant and conference facility

2007- ISWA, Member of the international communication group

2006- Avfall Sverige, Member of the national communication group

2006- Member of Group Management, SYSAV

2006- Communications Manager at SYSAV, Malmö

Responsible for internal and external communication, including marketing, PR, media relations and Information Technology. Responsible for a department with 14 employees.

2004-2005 PR Officer, Region Skåne, Department of International Relations

Responsible for strategic communication within Region Skånes International Department, including the project BSSSC and EU-funding.

2000-2004 PR Officer, Region Skåne, Department of Regional Development

1999-2000 PR Officer, Region Skåne, Group management

1998 PR Officer, Infopool

Working in a national information campaign with the goal to gain members for an insurance company in Sweden.

1998 Consultant, Municipality of Staffanstorps

1997-1998 Research assistant, Media- and Communications department, Lund University

1989-1993 Cashier, Posten Malmö

1993-1997 *Extra*: Waitress during university studies

EDUCATION

2010 Executive General Management Program, IFL
Stockholm School of Economics

1997 – Bachelor degree in Media- and Communication studies, Lund University

1989 – High school education in Economics

LANGUAGES

English	Excellent
German	Good
Swedish	Mother Language

PUBLICATIONS

Medias bevakning av Hallandsåsen, 1997	Prof. Peter Dahlgren, Gunilla Carlsson och Lars Uhlin
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OTHER SKILLS/EXPERIENCES

Adobe InDesign	Good
Adobe Photoshop	Basic
Geography	University degree
Economics	University degree
Statistics	University degree