

GET YOUR  
DUCKS IN  
A ROW

# MEET OUR TEAM

CHAIR OF  
THE BOARD



**Robert Carlén**

[in](#) [robertcarlen](#)

BOARD  
DIRECTOR



**Kicki Olivensjö**

[in](#) [kickiolivensjo](#)

CO-FOUNDER  
& CEO

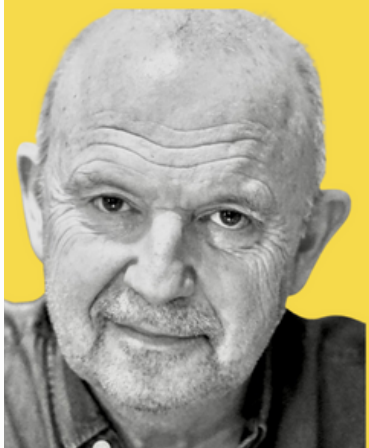


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CO-FOUNDER &  
BUSINESS DEVELOPER



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GENERAL  
MANAGER  
US



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BUSINESS  
ANALYST



**Alexander Woxström**

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GROUP BUSINESS  
CONTROLLER



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# MEET OUR TEAM

Commercially and internationally oriented executive with ability to manage companies and functions in change, long experience within International Retail, Real Estate, Manufacturing and Financial Services.

Extensive board experience and Experienced CEO and CFO, managing several Tax, M&A and IT projects; driving Digital Transformation; established Treasury Function; managed global corporate finance and asset finance functions. Trademark management.

## Robert Carlén

 [robertcarlen](#)

Some 30 plus years in mainly the fashion industry with H&M, Lindex and Åhlens.

Director of Purchasing, Management roles in Asia, various roles in product development.


Board member of listed Swedish companies.

## Kicki Olivensjö

 [kickiolivensjo](#)

25 years of international experience in various leadership positions in Europe, North America, Middle East and Asia. With exposure to various business models from retail and wholesale to franchising – a red thread across the career is growth of brands and markets with overall focus to deliver long term profitability.


## Patrick Wolmebrandt

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Over 40 years experience from international business, supply chain and retail sector. Previous experience include Director of Logistics at H&M, Co-founder and CEO of Total Logistik, Co-founder and VP of online sales- and fulfillment company Johan&Johan in Shanghai.


Several roles as board member and senior advisor in several start up's.

## Johan Wikander

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With ten years of China experience, ranging from working at the e-commerce and brand accelerator Aventura to managing the Swedish Chamber of Commerce in Shanghai, Ida brings an international mindset and global network to the American market. As a true advocate of cross-cultural relations, Ida is multilingual and fluent in Mandarin.


## Ida Sandgärde

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Currently pursuing a Master's degree in Industrial Engineering and Management with a focus on Financial and Risk Modeling at Lund University.

Alexander is a curious and sharp analytical thinker, keen on tackling complex problems and converting data into insights.


## Alexander Woxström

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Graduate from KTH Royal Institute of Technology with a degree in Industrial Engineering and Management. Five years of working experience in Stockholm within retail/e-commerce, star-ups and scale-ups.

The last years Farzana has been working as Business Controller with the responsibilities to coordinate business plans and strategy with financial planning, budget tracking and target settings processes.

## Farzana Madosh

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