

# CV \* Martin Landén

Swedish, Born 1 June 1980  
Mobile: +46765408080  
E-mail: mail@martinlanden.com

## WWW

martinlanden.com/consulting  
about.me/martinlanden  
twitter.com/martinlanden  
linkedin.com/in/martinlanden

## Experience

**DDB Stockholm, Stockholm** » ddb.se  
**June 2011 - Jan 2012 Digital Strategy Director**  
**Jan 2009 - May 2011 Interactive Account Director**

DDB Stockholm was awarded as the world's leading digital agency according to Gunn Report 2010 and Eurobest 2010. I led the agency as well as the biggest clients in terms of digital strategy. Clients include Ericsson, Telia, Volkswagen, McDonald's, Trygg-Hansa, Swedish Armed Forces, Nordea, Microsoft and more. Also responsible for strategy within DDB LOOK, DDB's fashion-oriented offering.

**Aug 2007- Sep 2008 Flip Media, Dubai**  
**Senior Account Manager** » flipcorp.com

Flip Media is the largest digital agency in the Middle East. I was managing the agency's biggest clients and leading the account team.

**Nov 2006 - May 2007 Dubai Selected, Dubai**  
**Co-Founder** » dubaiselected.com

Dubai Selected was a combination between an online lifestyle magazine and an invite-only social network, the first of its kind in the Middle Eastern region.

**Dec 2005 - Nov 2006 Treehouse, Stockholm**  
**Project Director** » treehouse.se

Treehouse was a small web and graphic design agency where I managed all major projects.

### 2002-2007 Freelance Assignments

- \* Consultant at **Strategy & Interaction**, a digital marketing consultancy network  
» strategyandinteraction.com
- \* Usability consultant at **Squace**, a mobile interface platform » squace.com
- \* Digital Project Manager at **Brand Fidelity**, a company active in events & social networks » brandfidelity.se
- \* Project Manager at **BSP Sweden**, a major events agency in Stockholm » bspsweden.se
- \* Video Editor at **Pointbreak Media**, a video production house in Stockholm » pointbreak.se
- \* Editor at **Plaza Interior Magazine**, one of Sweden's leading interior design magazines  
» plazamagazine.com
- \* Co-founder of **NP Communication**, a web and graphic design agency » npcommunication.se

## Education

**2000-2005 Royal Institute of Technology (KTH), Stockholm**

4.5-year Masters degree (MSc - Civil Engineer) in Media Technology with a major in Human-Computer Interaction and minor in Film- and Video Production.

**2002-2005 Stockholm School of Business**

3-year Bachelor of Business Administration (BBA) with a major in Marketing. (Completed in parallel to KTH)

**2005 Parsons The New School for Design, New York**  
Summer program in Graphic Design.

**2002 Hong Kong UST School of Management & Business**

One semester of courses in Marketing & Advertising.

## Awards

**Volkswagen The Fun Theory at DDB Stockholm**

**2010 Cannes Cyber Lion**  
1 Grand Prix, 2 Gold, 1 silver

**2010 Eurobest**  
3 Gold PR, 2 Gold Interactive, 1 Silver Integrated, 1 Bronze Interactive

**2010 Webby Awards**  
1 Webby Award winner, 2 People's Voice winner

**2010 Guldägget**  
1 Gold & 1 Silver

**2010 One Show Interactive**  
2 Pencil Awards & 1 Merit Award

**2010 One Show**  
1 Pencil Award & 1 Merit Award

**Volkswagen Jazz Calculator at DDB Stockholm**

**2009 Cannes Lion**  
1 Cyber Bronze

**2009 Epica Awards**  
1 Bronze

**Nakheel Ramadan at Flip Media**

**2008 Lynx Awards**  
1 Bronze

## Languages

Swedish (native), English (fluent),  
Danish & Norwegian (very good), French (basic)