



# Participants for Sweden Israel Innovation Days

Thought Leadership fostering Sustainable Innovation





Join us on a delegation trip to explore one of  
the world's most attractive innovation ecosystems!

# SWEDEN – ISRAEL INNOVATION DAYS

24–27TH OF OCTOBER 2022 – TEL AVIV



SWEDISH INCUBATORS  
& SCIENCE PARKS



Embassy of Sweden  
Tel Aviv



VINNOVA  
Sweden's Innovation Agency



## **Ajla Talovic – Head of Strategy & Innovation – Deloitte Sweden**

Ajla Talovic currently works as a Director and leads Deloitte's strategy practice in Sweden. The practice focuses on Innovation & Ventures, Sustainability Strategy, Business Design and Organic Growth. With a MSc in Industrial Engineering and Management from Chalmers University of Technology, she has extensive experience from leading large strategy and innovation engagements across consumer and technology industries. Ajla's areas of expertise include digital and growth strategy, innovation, M&A and corporate venture focusing on how to grow businesses leveraging tech, data, creativity, design and ecosystems/startups.

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## **Alma Jacobson – Vinnova**

**Alma Jacobson** is currently working at Vinnova with Sustainable Mobility and Societal development. She holds a Master of Architecture from University of Sydney, as well as a Bachelor of Science in Civil engineering from Jönköping University. Describing herself as a specialized generalist, Alma has had a career spanning over various fields, including as an architect, director of development, digital coach, screenwriter, public speaker, business developer, strategic advisor and more. She aims to take an active role in future-proofing our society through studying human behaviours, cognitive mechanisms and societal challenges. Her consulting agency, Mondialma, works broadly with strategic and impact-based development, in close collaboration with startups, stakeholders, management teams and board of directors. A purpose-driven visionary with an existential passion for gaining higher understanding of complex systems and future human evolution; individually, professionally, as collective societies and as humankind.

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## **Anja Leissner – Founder, mentor & impact investor – Stockeld Dreamery, Anjas Adventures, Norrsken Impact**

Anja Leissner has over 10 years of experience in the foodtech industry, working previously at Lund's University, Skånemejerier (dairy), Tetra Pak, AAK, and BBA (flavouring solutions) among others. Her research on plant proteins resulted in a patent filed technology and the founding of Stockeld Dreamery (plant-based cheese) in 2019. Anja is a member of the board at Stockeld, and mentor at accelerators Rockstart, Norrsken Impact, Techstars and Nexus. The consultancy company, Anjas Adventures, is aimed to explore the food tech and health space where her expertise in biotechnology, food science, fermentation, dairy technology, and building and scaling companies best can be put to use in innovation and sustainability issues.

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## **Catharina Sandberg – CEO – LEAD**

Catharina Sandberg is the CEO at LEAD Business Incubator in Linköping and Norrköping, a deep-tech incubator owned by Linköping University, closely related to Linköping University. Having held the role for the past three years, she states that LEAD is at the forefront in coaching startups to build their business to be fully sustainable. Catharina holds a Master of Science in Physics from Linköping University. Previously holding several roles for Sectra, a Medtech and Security company in Sweden, for almost 20 years, she was privileged to be part of a growth journey from 60 to 600 employees with offices in more than ten countries. Her skills are mainly in leadership and project management. She also worked a year and a half for Linköping university Innovation, scouting early Life Science ideas.

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## **Christopher Engman – Serial Entrepreneur, Investor, Two-time Author – Megadeals**

Christopher Engman is an investor and author specialising in green energy, SaaS and Megadeals. He has written two books including "*Megadeals, how the biggest deals in the world are done*" and "*Forecasting government budgets*." As Co-founder and author of Megadeals Advisory, aims to assist scaleups and Fortune 500 companies to do more and bigger Megadeals. Christopher is also an investor and has been involved in growing 15 sustainability companies. He is also the Co-founder and Chairman of Mine storage.

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## **Cozette Wachtmeister – CEO & Co-founder – Removalment**

Cozette Wachtmeister has worked in the tech industry for a long time and has co-founded 3 tech companies within consultancy, children's screen time, and most recently the impact platform Removalment, where she is the CEO. Her educational background is in behavioural sciences and early on she found ways to connect tech, human behaviour and sustainability. She is on the senior advisory board of the AI start up Tendium and a mentor for female entrepreneurs from the middle east through the Swedish Institute. Cozette has a holistic view of leadership, and believes that one must take in account all areas around a business like people, product, community, society and environment, to truly thrive as a company and person.

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## **David Svee – CPO – Gleechi**

David Svee is a product and operations leader with over 15 years of experience who has helped grow businesses from early stage startups to public companies. Since 2019, he has been the Chief Product Officer at Gleechi, the global leader in Virtual Reality hands-on training. A former professional hockey player with a bachelor's degree in Data Systems engineering from Stockholm University, David has worked in various startups as both a product manager and CEO/Co-founder. He is an expert in product management, product marketing, business strategy, and operations, and passionate about creating products and an experiences that customers love.

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## **Glenn Gran – Strategic Area Lead – Vinnova**

Glenn Gran is an expert on innovation management. He is currently responsible for one of Vinnova's ten focus areas, Ecosystem for Innovative Companies, which aims to support ecosystems of innovative Small and Medium Sizes Enterprises (SMEs). Previously, he was responsible for Vinnova's Vinnväxt programme. Prior to joining Vinnova, Glenn was responsible for research grant development at Brunel Business School in London. He has also held a range of other positions including Director of the Entrepreneurship School at a virtual reality centre in Oman, managing projects in Malaysia and Egypt focusing on developing new learning and training approaches for fostering creativity and innovation and Research Director at the Global Trust Center. He holds an MSc(Res) in Environmental Science from the University College London (UCL) and an MSc in Public Policy and Management from the University of Glasgow.

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## **Helena Nordström – Head of Sustainability Strategy & Transformation – Deloitte**

**Helena Nordström** has a M.S.c in Electrical Engineering with a focus on nuclear physics. She has spent 10 years in various leadership roles in large tech companies and as a management consultant focused on strategy, sales & marketing as well as change management. Helen has also worked with multiple mission-driven startups and scaleups in roles such as CMO, CEO, founder, board member, investor and advisor. With experience in both B2C and B2B companies in the Nordics, China and Africa, she believes that to change the world, we need good business models to scale. In her current position Helen supports companies with sustainability strategy and is deeply integrated in the startup ecosystem and helps facilitate connections between startups and corporates.

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## **Jacqueline Engdahl – CEO Founder – Cena Ventures (Former Head of ICA Växa)**

Jacqueline is one of Sweden's leading experts in the plant-based and food tech industry. Among her experiences, Jacqueline has worked five years at ICA, Sweden's largest food retailer with their corporate strategy & food innovation. During her role as Head of ICA Växa (ICA's innovation hub for plant-based & food tech), Jacqueline was responsible for collaborations with researchers, entrepreneurs, investors, existing suppliers, the Swedish farmers association and many more. Jacqueline has mentored a number of businesses & actors in the food tech space and has served as an adviser to food accelerators and venture capital funds. In October this year, Jacqueline founded her own company Cena Ventures to support food, health & climate innovation between the Nordics and other leading markets.

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## Jennie Ekbeck – CEO – Umeå Biotech Incubator

Jennie Ekbeck is a former biomedicine student who dreamed of becoming a cancer researcher but realised that her talent was in business development. For ten years (and still counting), she has worked as the CEO of one of Europe's best life science incubators - Umeå Biotech Incubator. Previously she has worked in various smaller biotech companies. In 2015, Jennie was named "Innovation Angel of the Year" by Vinnova (*the Swedish government agency*) and the business magazine "Business of the Week". In addition, Jennie has been on Ledarna's (a renowned Swedish business magazine) list of "Women of the future" and was one of the finalists for CEO of the Year 2021. Jennie's motto when building successful companies is "You shouldn't guess, you should know"

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## **Katarina Brud – Director – MobilityXlab**

**Katarina Brud** heads MobilityXlab, a collaboration hub that provides a dynamic ecosystem where emerging companies together with global corporations accelerate global innovation for the future of mobility. After gaining a degree in International Economics and Political Science at Jönköping International Business School, Katarina worked in the US as a diplomat trainee at the Embassy of Sweden to the US in Washington D.C. and the Swedish-American Chamber of Commerce in Mississippi. Upon returning to Sweden she continued supporting and coaching startups for McKinsey & Company's business plan competition – Venture Cup. In 2010 she joined Hult International Business School in London, building corporate relations in Europe as well as supporting the arrangements of the Hult Prize. Prior to joining MobilityXlab she also worked with digitalization and marketing strategy for Maersk Line in Scandinavia. With experience from larger corporations as well as the startup scene, she is now passionate about merging these two worlds together. Katarina is also an Executive MBA student at the School of Business, Economics and Law (SBEL) at the University of Gothenburg.

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## **Magnus Rehn – Business Coach – Sustainability – STING**

Magnus Rehn has over 40 years of experience in ten different industry verticals and has worked with everything from start-ups, to turn-around missions and large corporations. Now he shares his immense experience in the sustainability field by coaching start-ups at STING and sits on the board of multiple companies where he focuses primarily on raising capital, company governance and building organisations. He previously held various roles in marketing, sales and as CEO of various companies including TagMaster AB, a global company working with RFID technology. He holds a Bachelor in Business administration combined with an engineering degree from Uppsala University and the University of Manchester Institute of Science and Technology. Having done business in Europe, North America, and Asia, he has grown business, saved businesses and opened up several new markets and believes that combining ideas, people, capital and hard work can solve most challenges.

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## **Peter Löfgren – CEO – SynerLeap powered by ABB**

**Peter Löfgren** has extensive industry and business experience from several leading positions within ABB as well as external boards. Business development and value creation have always been key to him. Peter holds an Executive MBA from Stockholm School of Economics, MSc from Chalmers University, Licentiate of Technology Degree from Royal Institute of Technology and a PMP exam from Project Management Institute / George Washington University. Currently the CEO (and Founder) of SynerLeap powered by ABB, ABB's Global Innovation Growth Hub, Peter has to date fostered more than 200 collaborations with startup members from 21 countries in all parts of the world. ABB has invested in these startups and reached partnerships with 13 of them. Peter also has eight patents and has helped to propel new technologies and products in various industrial fields.

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## **Ramsin Massmouzadeh –CEO – Quandify AB**

Ramsin Massmouzadeh is the CEO and co-founder of Quandify, a company that aims to reduce people's water consumption. He holds a degree in vehicle engineering from the Royal Institute of Technology in Stockholm with an MSc. in Machine Design. He has, together with his company, won around a dozen different prizes, ranging from *Stockholm Innovationsstipendium* to pitch events held by private companies. His passion is solving relevant problems with wonderful people.

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## **Sarah Schulman –Deputy Area Lead Digital Transformation – Vinnova, Sweden’s Innovation Agency**

Sarah Schulman is a versatile strategist focusing on strategic partnerships, cyber security research and digital/tech strategy. Currently serving as Deputy Area Lead of Digital Transformation, she works at the second biggest portfolio at Vinnova, the Swedish Innovation Agency, with an annual budget of \$40M. Sarah has 10+ years of digital innovation consultancy for clients in the United States, Sweden, the Netherlands, Turkey, China, Vietnam, Singapore and Myanmar. Her strong analytical foundation as Fulbright scholar at the School of International and Public Affairs (SIPA) at Columbia University in New York, focused primarily on digital transformation, online contention, social media clustering and cyber security. Sarah is driven by a firm belief that technology, communication and innovation- as tools- can expand people’s mobility, opportunity and freedoms.

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## **Scarlett Roa Brynildsen – Founder– Suyai**

Scarlett Roa Brynildsen is a sustainability leader, legal expert and entrepreneur who has spent the past two decades helping the private and public sectors leverage business and social objectives. She holds a Master of Laws (LL.M) in Investment Treaty Arbitration, a Master of Science in Strategic Information & Communication and a Bachelor's in Jurisprudence. Scarlett spent several years in a business advisor role at Almi, and at the same time worked as an external assessor at Vinnova, Sweden's Innovation Agency. In 2022, Scarlett founded Suyai, a consultancy company pioneering a holistic framework that places responsible leadership at the very core of organisations. She is also currently the Interim Head of Sustainability at Fire Protection Company Dafo, and works at the International Council of Swedish Industry (NIR), with sustainable banking and innovation in Latin America.

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## **Stefan Arenbalk – Scandinavian Representative – OurCrowd**

Stefan Arenbalk is active in the investor and start-up sphere and is currently the Scandinavian Representative for OurCrowd, a global venture investing platform that empowers institutions and individuals to invest and engage in emerging companies. He has completed a double degree and his background ranges from engineering and economics, management consultancy, international leadership to diplomacy and sales. Stefan is also involved in a number of investor networks including Involved in several investor networks in Sweden such as SVCA (Swedish Venture Capital Association), Sting/Propel, SSE Business Labs (Stockholm School of Economics) and Keiretsu. He loves people and making business happen.

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## **Thibault Helle – Co-founder – Quandify AB**

Thibault Helle is a French/Swedish tech-entrepreneur living in Stockholm. He holds an MSc. in mechatronics engineering from KTH - Royal Institute Of Technology, focused on creating IoT products. He founded the company Quandify directly after graduation. Four years later, they have 14 employees and have launched three products! He was awarded the Stockholm Innovation Scholarship of 2019 and the Swedish Embedded Award of 2019. Thibault's vision is to ensure Quandify's products become a standard in all homes to save water and prevent costly water damage.

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