



Participants Sweden Israel Innovation Days 2023

Thought Leadership fostering Sustainable Innovation



Anders Nyander – Technology Scouting – Alfa Laval



As a mechanical engineer with a passion for technology and a well proven creative mindset, Anders has the ability to lead and inspire other engineers and specialists around him to search for solutions and come to results out of the ordinary. After a career in the automotive industry as Design Manager for turn key automatic robotic installations, Anders switched to Alfa Laval. There, with an intrapreneurial approach, his role is to find and evaluate technologies and develop novel solution for the company's products within the energy sector.

Anders work has resulted in some 20+ patents and several due applications. Introducing novel services and business models based on IoT & digitalisation for classic products. Anders also contributed to creating a climate for innovation within the organisation, where startup and scaleup collaboration partnerships have become a natural way of working.

With a passion for startup collaboration and technology, Anders wants to explore the Israeli innovation scene. His track record and approach to startup collaboration and pilots will add to interesting discussions about practices and challenges. Anders hopes for good networking and company match making.

[LinkedIn](#)

Boel Swartling – Investor, Founder, Coach – Sting and Charge Amps



Boel holds a Master's degree in International Business from Gothenburg School of Economics and studied Psychology at Stockholm University. She has held the roles of Product Manager at Procter & Gamble and Marketing Manager at Microsoft Nordic. Moreover, she was previously CEO of Viacom Television, where she was responsible for building up the company's operations in the Nordic region (MTV, Nickelodeon).

Boel initiated and built up the Swedish capital market day, Sweden SustainTech Venture Day, and has served on a number of boards including the Swedish Government's advisory group for the digital economy, the Global Utmaning (Global Challenge) think tank, Propel Capital IV and V AB, and Green Mobility A/S (listed) and MineStorage AB. In addition to this, she has been or is a member of the boards of several growth companies in the green technology sector. She is also a writer on the greentech expert panel of Swedish daily news site Omni.

Boel wants to learn more about the Cleantech community and investor base in Israel. I am particularly interested in the automotive and electrification parts.

[LinkedIn](#)

Catharina Sandberg – CEO – Lead Incubator



Catharina Sandberg is the CEO of LEAD Business Incubator in Linköping and Norrköping - a deeptech incubator owned by 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 for Linköping University Innovation, scouting early life science ideas.

Catharina joined the last trip to Israel and wants to be part of and contribute to the way forward around the cooperation. She also wants to have more discussions with incubators and investors, both incubation and scaleup programs with a focus on deep tech and sustainability.

[LinkedIn](#)

Carina Rydén Pettersson – Director Materials & Recycling Partnerships – Tetra Pak



Carina is a value-driven, senior leader who believes in the power of well-defined corporate strategy for high-performing organizations and teams. As the Director of Materials and Recycling Partnerships at Tetra Pak, she drives the company's ambition of providing the world's most sustainable package. Carina and her team establish and enhance partnerships with customers, material suppliers, technology providers, recyclers, startups, and universities, ensuring effectiveness in achieving strategic goals.

With a background in chemical engineering and project management, she brings years of leadership experience to her role. Passionate about innovation for sustainability, circular economy, and effective manufacturing, Carina has led global programs in innovation and product development. Her leadership signature emphasizes collaboration, motivation, and inspiring others to achieve powerful and memorable moments.

Carina is specially interested in learning and discussing with the network about what makes effective and successful collaboration between corporates and startups/incubators. She would also like to learn and contribute with her thoughts about opportunities to strengthen collaboration between Sweden and Israel.

[LinkedIn](#)

Jessica Persson – Head of VC and M&A – Scania CV



Jessica Persson is a senior international business leader with 20 years of experience in M&A, strategic partnerships, and strategy. She has a proven track record in business development, finance, general management, and team leadership. Jessica has a strong background in executing M&A deals, joint ventures, and corporate investments, including new market entries.

With 11 years of international experience in various countries, she excels in establishing strategic partnerships, restructuring businesses, and scaling operations. Jessica's expertise spans from project management, board memberships, CFO roles to building diverse teams across different cultures. Her hands-on operational experience, curiosity, and commitment to lifelong learning set her apart.

Driving the shift to a sustainable transport system is Scania's purpose, creating a world of mobility that is better for business, society and the environment. Jessica believes that collaboration, overarching both financial, disciplinary, geographical and societal spheres will be needed. Increasing innovation and execution collaborations between Israel and Sweden – two major innovation hubs of the world, but with limited internal markets and both having a focus on execution and decentralized leadership.

[LinkedIn](#)

Jonas Järnfeldt – CEO – The Train Brain



Jonas Järnfeldt is the CEO at The Train Brain. His focus is commercializing The Train Brain's unique machine learning models that aim to accelerate the transition to sustainable mobility. Jonas has a background as a management consultant and has started several companies in different industries. Jonas is a sought after speaker educated in Sweden, Canada and France.

Jonas is very curious to learn more about the innovation system and innovation culture in Israel. He's a big fan, interested in crowd analytics, integrated mobility and sustainable transport. Jonas would love to meet telecom operators interested in crowd analytics for mobility.

[LinkedIn](#)

Ramtin Massoumzadeh – CEO & Founder – Quandify



Ramtin is a qualified engineer in the field of vehicle engineering. He has a wealth of experience in prototype development, having served as a consultant and educator at the Royal Institute of Technology (KTH) for multiple years, where his responsibilities included utilizing advanced machinery, ranging from 3D printers to CNC mills. This experience serves as the bedrock for Quandify's success. Ramtin has been listed on Forbes' 30 Under 30 list and is an active participant in Prince Daniel's Fellowship program.

Quandify is a dedicated team of 22 professionals who successfully has launched three cutting-edge products in the Scandinavian market. They look to expand their commercial footprint globally. Israel's reputation as a leader in aqua-tech offers invaluable learning opportunities. Given Quandify's expertise in smart water meters and leakage detection, they seek collaborations with Israeli companies or research organizations that could yield cutting-edge technological solutions. This delegation represents an opportunity to share knowledge and explore new advancements in the field of smart infrastructure, which is a focus for both nations.

[LinkedIn](#)

Olle Henning – COO & Co-Founder – Quandify



Olle Henning is co-founder of Quandify on a mission to create Water Awareness. He is a Stockholm School of Economics alumni with an entrepreneurial mindset that started his professional journey in the financial market. Olle had the opportunity to meet with numerous startups and scaleups on their quest to find new investors, a journey he now face from the other side.

With Olle's background from the financial industry and academics from SSE, he sees himself as an odd-bird in a highly technical company and environment. It has however opened up new opportunities for the company such as entering SSE Business Lab, access to interesting investors, but probably foremost a different mindset. This has proven fortunate time over time when building the company. Parts of the success for Quandify lays in the mix of different academic background, experiences and value.

Olle is thrilled and excited by the idea to join this delegation to Israel and represent both Quandify and Sweden since both Sweden and Israel are committed to sustainability and responsible resource management.

[LinkedIn](#)

Alexander Oliviera – CEO & Co-founder – Nodon



Alexander Oliviera 31 is the CEO & Co-founder of Nodon, a digital climate optimization tool for construction projects in Malmö, Sweden. His academic background is within both media communication and digital business development. Alexander previously ran a communications agency towards the real estate and architecture industry, before deciding to dedicate his career to accelerating the construction industry's road to climate neutrality. Alexander is the winner of Young Idea of the Year award in 2022 by The Swedish Federation of Business Owners.

Climate change is the biggest challenge of our generation, and the construction industry is responsible for 11% of it, most of which comes from construction materials. By making conscious decisions on material choices, the climate impact can be reduced by half. With Nodons tool, the property developer can compare the climate impact from different construction methods and materials, and reduce the climate impact for each project in a cheap and efficient way.

Alexander is very interested in speaking to investors in ClimateTech, people interested in construction technology and anyone with experience in helping a traditional industry to reduce climate impact and creating new green business models.

[LinkedIn](#)

Olivia Nestius – CSO & Managing Director, Solar-as-a-Service – Svea Solar



As Chief Strategy Officer Olivia is a member of the Executive Management Team, responsible for Svea Solar's strategy development - a role which she combines with P&L responsibility of recurring revenue/service business as Managing Director Solar-as-a-Service.

In 2022 Olivia covered as Interim COO, leading the operations in our 5 markets, including regional managing directors with organisations of +500 FTEs, and teams focusing on commercial excellence, operational excellence and geographical expansion.

Olivia is an experienced strategy consultant, having worked 6 years with McKinsey & Company in Europe and the US focusing on Private Equity, Renewables, Strategy and Transformation work.

Svea Solar launched a new business unit this spring, called "Solar-as-a-Service" which includes financing solutions, energy optimization/efficiency solutions and grid services (so called virtual powerplants) to maximize the utilization of solar energy. There are several interesting companies in Israel within energy management, such as SolarEdge, Driivz, Synvertec, Brightmerge, Greeneum, SolarChange, PVPredict, and Olivia would like to meet with companies like these to discuss potential partnerships.

[LinkedIn](#)

Karolina Nilsson – Head of Incubator – Hetch



Karolina has a background in mechanical engineering from Lunds University, The Faculty of Engineering, and a master within Supply Chain Management. Her work experience comes from management consultancy specializing in business management and strategy.

Karolina has formerly worked with later stage/M&A tech as well as built a team performing the tech/cybersecurity assessments. Currently, Karolina is heading up the Hetch Incubator, responsible for its launch as well as started a female investment company together with her two co-founders. Her passions are impact, investing, business development, leadership & diversity topics.

Karolina is working towards creating an internationally competitive incubator and has identified international relations (partners, investors) to be one of the most important areas we need to focus on to achieve this.

[LinkedIn](#)

Katarina Brud – Director – MobilityXLab



Katarina Brud is the head of MobilityXlab, a collaboration hub that accelerates global innovation in the mobility sector. With a background in international economics and political science, she has gained extensive experience in supporting startups and building corporate relations.

Katarina is passionate about merging the worlds of larger corporations and startups to co-create solutions for the future of mobility. Under her leadership, MobilityXlab, founded by leading Swedish firms, is driving game-changing innovations in partnership with emerging companies, aiming to create a better tomorrow.

Katarina wants to continue to build on the good relations started and to broaden the horizon on possible collaborations as she also represents Lindholmen Science Park. She wants to connect further with ecosystem players within the mobility and transportation field as well as generic ecosystem players and role models for collaboration.

[LinkedIn](#)

Maria Olofsson – Operations Manager – Uminova Innovation



Maria holds various positions. Apart from being Operations Manager at Uminova she is also a Process Leader at Ignite Sweden as well as Board member of Sparbanksstiftelsen and different startup Advisory boards. You can also see her as a moderator for various tech events and conferences.

Maria is an investor in impact startups and has a history of projects in sport tech and the health industry for more than 15 years. In addition, Maria is a Nike Master trainer and a curious engineer with a PhD in Biochemistry that truly believes in tech startups as one enabler for a more sustainable future. Maria loves to create real value for startups through strong team, with smart money and/or collaborations that generates sustainable business and impact.

Maria wants to explore how we can build sustainable innovation ecosystem with collaborations that focus on impact and growth; Organisations working with impact startups and collaborations startups-public sector, impact investors, incubators and accelerators.

[LinkedIn](#)

Nastaran Baleng-Soultani – Co-Founder RadCap & Co-Founder & Head of Space Academy



Nastaran is an innovative business strategist, with a Master's degree in Business Administration. She honed her skills at Unilever, The Absolut Company and Sats Elixia, focusing on business development and innovation on a global level, creating new brands and improving businesses. It is however her work with startups and initiatives to democratize knowledge and capital that truly motivates her.

With a professional history deeply rooted in innovation and market trend analysis, Nastaran is eager to explore Israel's dynamic position in the global tech scene, with its growing focus on climate impact and intriguing startup ecosystem. She is particularly keen to approach this exploration from an investor's perspective. This will offer an exciting opportunity to engage with promising startups and gain deep insights into the emerging trends shaping Israel's startup landscape. Nastaran believes this experience will significantly enrich her understanding and perspective of the global tech industry.

[LinkedIn](#)

Nicolas Moch – Head of SEBx – SEB



Nicolas has a double diploma in Engineering Physics from both Ecole Centrale Paris and the Royal Institute of Technology in Stockholm. After some years in academic research, Nicolas joined Total, a french Oil company and was responsible for economic planning as well as managing the financing of floating assets. From 2000 to 2008 he worked globally for the management consulting arm of Capgemini, specialized in advising boards, CEOs and CIOs in technology strategy, organizational design and innovation.

Since 2008, Nicolas is employed at SEB, notably as CIO between 2015 and 2023. Since 2023, he is responsible for SEBx, the innovation studio of SEB connecting research, startups and corporates to unleash innovation in the financial services. He is also on the board of the WASP initiative, a Wallenberg donation to research within AI.

SEB is both investing in Fintech, Cybersecurity and AI startups as an investor. SEBx in particular is interested in being customer and/or creating an ecosystem of startups, corporates and banks, to improve financial services.

[LinkedIn](#)

Christoffer Bengtsson – Manager – Vienna



Christoffer has a double degree in History and Economics from Stockholm University. He has been working over 10 years with business development in Europe and Israel. Before joining Business Sweden in 2017 he worked for over four years in the European Finance industry.

Since joining Business Sweden, Christoffer has been leading some of the largest projects and delegations in Business Sweden Europe such as the life science innovation and investor conference Swiss Nordic Bio and also delegations to Israel.

Sweden is a global leader in innovation – a hotspot for generating and commercializing new and bold ideas. At Business Sweden, we draw on this when pursuing our mission to generate growth for Sweden and help strengthening our country's position in the global economy. To achieve this we work as one team with the same purpose.

[LinkedIn](#)

Julia Nilsson – Senior Portfolio Manager – Antler



Julia Nilsson leads Antler Nordics' portfolio of 150+ startups and scaleups across Sweden, Denmark, Norway and Finland. She works with investments as well as coaching companies on fundraising, strategy and growth. Previously, she headed up the Nordic Marketing and Program departments, and helped launch Antler in Denmark and South Korea.

Antler is a global day zero investor that has invested in over 900 startups across 27 locations worldwide. Julia joined Antler as one of the early employees as they were making their first investments in Europe. She is originally from Stockholm and has a degree from Stockholm School of Economics, and a background in business and marketing.

Julia is passionate about innovation and enabling the best entrepreneurs to build impactful startups that can go global. By collaborating with key ecosystem stakeholders, we can create network effects that help founders move the world forward. Julia would love to meet with corporates, companies, and investors that believe working with startups is crucial to foster innovation and change.

[LinkedIn](#)

Robin Alsalehi – Founder – Vakansa



Robin is a regular guy from the Swedish suburbs where he has seen and lived with social injustice. Something that has formed his views and nurtured his drive. He knows that we can create better conditions for us, for them, for everyone and that these conditions can help people grow into their full potential. A potential that is crucially important for whole societies.

Robin is the founder of the startup Vakansa - a facilities sharing platform and operator that aims to open the doors to all vacant and semi vacant buildings and premises in our cities in order to fill them with life and activities.

[LinkedIn](#)

Thomas Öström – Product Manager and Angel investor – Acast



Thomas Öström is a climate tech entrepreneur and investor. He is the founder of the Swedish listed company Climeon, and owner and board member of the UK based Landmark. He is also a business coach at the Stockholm-based incubator Sting.

Thomas was announced “Swede of the year 2019” and is an Honorary Doctor at the Technical University of Luleå.

Thomas is interested in meeting entrepreneurs, investors and the whole ecosystem.

[LinkedIn](#)

Helena Nordström – Head of Sustainability Strategy & Transformation – Deloitte



Helena has a background ranging from senior strategy roles in telecom, to being part of several sustaintech startup founding teams to many years in strategy and sustainability consulting. In her current role at Deloitte she gets to leverage the mix of those experiences while building bridges between these different worlds.

Helena holds a M.Sc. in Electrical Engineering and Nuclear Physics. Her goal is to help companies of all maturities not only to set the direction and ambition level and transition to a sustainable business model through collaborating across value chains and startup ecosystems, but also make the most out of it commercially. Because if we can successfully scale sustainable businesses they will eventually out-compete the less sustainable ones.

Helena works in the intersection between corporates, startups and incubators in the Nordics and want to explore more how she can build bridges between Sweden and Israel.

[LinkedIn](#)

Ajla Talovic – Head of Strategy & Innovation (Nordic) – Deloitte



Ajla Talovic works as a Director and leads Deloitte’s strategy and innovation practice in the Nordics. 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 venturing.

Ajla’s role at Deloitte is to create innovation and new sustainable business models by connecting and working together with corporates, startups, venture capital, research institutions - and this is one of the best groups and networks to achieve that.

[LinkedIn](#)

Jenny Nordlow – Advisor – Wallenberg Office



Jenny is an advisor at the Wallenberg Office in Stockholm. Prior to this, she was a Wallenberg Fellow at the Nordic Innovation House in Palo Alto and head of operations for Prince Daniel's Fellowship at the Royal Academy of Engineering Sciences (IVA). Jenny also has a background as a consultant on a Stockholm based firm with a focus on communication, business and strategy and as head of business intelligence at a Swiss startup in Lagos, Nigeria.

Jenny holds a MSc in Management from Stockholm University and BSc in Political Sciences from Gothenburg University.

Jenny is interested to hear more about the collaboration between universities - incubators and startups as well as learning more about the investment landscape. Also curious to talk about how we can increase collaboration between Sweden and Israel.

[LinkedIn](#)

Johannes Fors Källström – Investment Associate – Scania CV

Johannes has a background in Business from Linköping University. He currently serve as an Investment Associate at Scania's venture capital division.



[LinkedIn](#)

Ariella Rotstein Gille – Co-lead ICAX – Ica Gruppen



Ariella is Co-lead at ICAX, an innovation hub, where she is part of leading an innovation journey within ICA. Starting new services and roles with change and cultural shifts as central focus has been a common thread with the assignments that I have been involved in. This includes building the role of Brand Manager at ICA for ICA's EMV, where Ariella is - among other things - behind the creation and development of the product series ICA I love Eco, to as marketing manager starting Afound, one of H&M's concepts, giving previous clothes collections new life.

After a few years, Ariella is back at ICA, involved in driving innovation. She is also a board member of Sweden Israel Chamber of Commerce and Kodcentrum. Also an angel investor in female owned startups through the community RadCap. Ariella is driven of making difference in society, complemented by humility and ability to challenge herself and others through self-awareness.

Is Israel, Ariella wants to get closer to one of the biggest innovation countries in the world and seek for new collaborations.

[LinkedIn](#)

Martina Lans – X-lead/Innovation Manager – Ica Gruppen



Martina has a strong interest in innovation and sustainability. Currently, she is working as X-lead (Innovation Manager) at ICAX, the innovation hub of ICA Gruppen, seeking new ways of solving problems and accelerating sustainable change with technology and through startup partnerships.

She has a MSc in Management and Economics of Innovation from Chalmers University of Technology and a background in management consulting. She has prior experience in innovation, digital strategy and transformation, M&A and startup collaboration in the private and public sector.

Martina wants to join the delegation to network with leaders in innovation and sustainability, learn about the Israeli innovation ecosystem and meet startups, especially within foodtech. Israel is one of the most prominent countries within foodtech.

[LinkedIn](#)

Isa Dahlberg – X-lead/Innovation Manager – Ica Gruppen



Isa is an X-lead at ICAX - ICA's innovation hub. In this role, she is dedicated to drive innovation within the foodtech sector, where she actively explores future business opportunities and harnesses the potential of innovative technologies. With a strong commitment to fostering collaboration with startups and advancing sustainability in the industry, Isa is passionate about creating positive change.

Prior to her current position, she also gained valuable experience in management consulting, where her expertise was digital business and she has an M.Sc. in Industrial Engineering and Management from Linköping University. Isa is enthusiastic about the opportunity to learn from and collaborate with like-minded industry leaders during this journey.

As Isa works with innovation in the food tech sector, she finds this trip super interesting.

[LinkedIn](#)

Alma Jacobson – Programme Manager Societal Development – 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.

Through her consulting agency, Mondialma she has previously worked 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.

[LinkedIn](#)

Joanna Boquist – Head of Vinnova, Tel Aviv



Joanna has a degree in Physics Engineering from Lund University and an MBA from Hong Kong University of Science and Technology. Joanna has spent her career promoting Swedish solutions in international contexts. Before moving to Tel Aviv Joanna was based at Vinnova's HQ in Stockholm for 3 years at the Department of Health.

Joanna has also worked at Business Sweden in Poland and China, and in the private sector with Business Development in the life science industry. In Israel she has a mission to build bridges between the Swedish and Israeli innovation ecosystem and to promote long term innovation collaborations.

Joanna's mission is to see great people come together and see them create the solutions that the world needs. We are running out of time and we need innovation more than ever across all sectors of society.

[LinkedIn](#)

Karin Rydén – Head of International Cooperation – Vinnova



Ms. Karin Rydén studied urban and regional planning at the university of Stockholm. She has more than 20 years of experience from different governmental agencies focusing on international cooperation, business development, and innovation. Today she is Head of Department for International Cooperation and part of the steering group for Sustainable Societies at Vinnova. She has professional experience from global cooperation with for example Canada, Israel, India, and EU.

Karin is responsible for bilateral global cooperation with the overall mission to establish and develop more international cooperation within research and innovation in line with the Sustainable Development Goals.

In Tel Aviv, Karin is interested in meetings with representatives from the ecosystem to discuss existing and possible areas for cooperation within innovation and research.

[LinkedIn](#)

Joakim Skoog – Strategic Area Lead FutureInnovations – Vinnova



Joakim is passionate about delving deep into emerging methodologies, tools, technologies and mindsets to comprehend potential futures and craft strategic decisions for today. His approach is anchored in foresight, experimentation, dialogue, and collaboration, with an emphasis on evidence-based reasoning and an exploratory mindset.

Joakim has successfully built and overseen a team focusing on exploring strategic foresight as well as funding early stage low TRL emerging technologies. The team has also launched a nationwide network dedicated to foresight and fostered numerous international collaborations in the field. Holding an M.Sc. in Computer Science, Joakim has further enriched his expertise with studies in neurology and cognitive psychology. Prior to his tenure at Vinnova, he served as the Head of Innovation at Bisnode (today Dun & Bradstreet), a Swedish credit and risk firm with business in 19 European nations.

In Tel Aviv, Joakim wants to bring examples of speculative design while learning more about the Israeli innovation ecosystem.

[LinkedIn](#)

Sasan Shaba – Director of International Cooperation – SISP & COO – Ignite Sweden



Sasan Shaba is the COO of Ignite Sweden and Director for International Cooperation at Swedish Incubators Science Parks. With 15 years of experience in the Swedish Innovation Ecosystem, he has a global outlook, having worked in Silicon Valley and key markets like Germany, France, Brazil, and India. Sasan is dedicated to delivering concrete results for companies and organizations, leveraging his expertise in startups and his background as a CEO and manager.

Previously, as Senior Portfolio Manager at the Swedish Energy Agency, he supported over 250 Swedish Cleantech and Energy startups. His focus lies in making a significant impact on climate and people through pioneering and improving services and products.

[LinkedIn](#)

Jenny Strömberg – International Project Manager – SISP/Ignite Sweden



Jenny is a versatile entrepreneur with a wide-ranging background in SaaS, startup investing, and business coaching. Currently, she serves as a business coach at Minc, a renowned incubator, while also leading international projects at Ignite Sweden. As the Chairwoman of the Board at the Edtech company StudyBee she guides its strategic direction.

Jenny's expertise lies in fostering innovation, supporting startups, and driving growth. With a strong entrepreneurial mindset, she has successfully navigated the startup ecosystem and brings valuable insights to her coaching and leadership roles. Jenny holds a master's degree in Business Administration and is deeply committed to empowering aspiring entrepreneurs.

[LinkedIn](#)

Ellinor Bokedal – Project & Communications Manager – SISP



Ellinor is responsible for strategic communication and policy at SISP - Swedish Incubators & Science Parks. She has been active in various roles in the Swedish innovation ecosystem since 2007 and has a communicative and strategic mindset to developing the innovation ecosystem.

Ellinor was involved in founding SISP - Swedish Incubators & Science Parks - in 2010, which today is an advocacy platform, representing Sweden's incubators and science parks. Ellinor has also worked with launching research reports at the Swedish Entrepreneurship Forum. Most recently, she served as Marketing Manager at the scaleup Ekkono Solutions, with a groundbreaking edge machine learning technology.

Ellinor is looking forward to benchmarking with the Israel innovation support system, specifically how Start-Up Nation Central has become the go-to destination for insights and analyses on the Israeli tech sector, innovation model and innovation ecosystem, as well as policy lab. How do we build the same in Sweden?

[LinkedIn](#)