

Erik Ekqvist

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PROFESSIONAL SUMMARY

Experienced Digital Product Manager with over 13 years of expertise in leading cross-functional teams, driving digital transformation, and delivering customer-centric solutions. Adept at managing complex digital product lifecycles from ideation to execution, with a focus on strategic growth, user experience, and data-driven insights. Proven ability to lead both large-scale and niche projects, collaborate with international stakeholders, and manage product portfolios with different target groups. Strong leadership skills combined with a passion for innovation, problem-solving, and coaching high-performing teams. Entrepreneurial at heart, I thrive in dynamic environments and am known for my ability to lead change, identify talent, and foster collaborative cultures.

PROFESSIONAL EXPERIENCE

Seco Tools

Digital Product Manager | Fagersta, Västmanland | Dec 2022 – Present

- Leading the creation of a new product area, Component Guidance, requiring new backend technology, transformation of internal services into APIs, and packaging complex processes into a user-friendly design.
- Responsible for ensuring product viability, feasibility, and usability by following design thinking principles and collaborating closely with customers and stakeholders.
- Managing External Channels and Partnerships, developing strategies for partner selection, and ensuring a seamless customer experience across various channels, including CAM software and e-commerce platforms.

Seco Tools

Manager | Fagersta, Västmanland | Nov 2018 – Dec 2022

- Oversaw Customer Service and Inside Sales for the Swedish market, managing 1,000 customers and generating 400 MSEK in revenue with a team of 11 across two locations.
- Promoted in 2021 to Manager of Nordic Technical Support, leading a team of specialists across different service areas.
- Led sustainability initiatives, including a recycling program for carbide scrap and a reconditioning program to extend the lifecycle of products.

Seco Tools

Digital Product Manager | Fagersta, Västmanland | Oct 2016 – Oct 2018

- Managed the 'Search and Evaluate' product area, including tools that guide customers through the pre-purchase journey for over 50,000 products.

Seco Tools

Other positions | Fagersta, Västmanland | Jun 2011 – Oct 2016

- Technical Specialist for Product Information
 - Admin for Product Information
 - Second Line Support for Customer Service
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EDUCATION

Esatto

Design Thinking, Product Management | Fagersta, Västmanland | May 2023 – Oct 2023

- Six-month course on transforming teams to adopt Design Thinking principles.

Informator Design

Service Design | Stockholm, Södermanland | April 2017

- Focused on service design fundamentals and customer journey mapping.

Seco Tools and Sandvik Group

Management Courses | Fagersta, Västmanland | Nov 2015 – Dec 2022

- Leadership, mental health risk management, pay for performance, project management, and sales methods.

Chalmers Technical University

Information Technology (3 Years Completed) | Göteborg | Sep 2008 – May 2011

- Completed courses in IT fundamentals, programming, mathematics, and project management before transitioning to professional roles.
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SKILLS & INTERESTS

- **Skills:** Product Management, Digital Product Development, Coaching, Cross-functional Team Leadership, Stakeholder Management, Agile Methodologies, Business Strategy, Customer-Centric Design, Data-Driven Decision Making, Sustainability Initiatives.
- **Personality:** Entrepreneurial, change-driven, positive, collaborative leadership.