



JOHAN HELLSTRÖM

PROFILE

Senior business leader and reserve officer with 30+ years of executive experience across telecom, IT infrastructure, and defence.

Track record in CEO turnarounds, growth scale-ups, NATO transition leadership, and crisis management.

Operates as chairman, interim CEO, advisor and board member.

CONTACT

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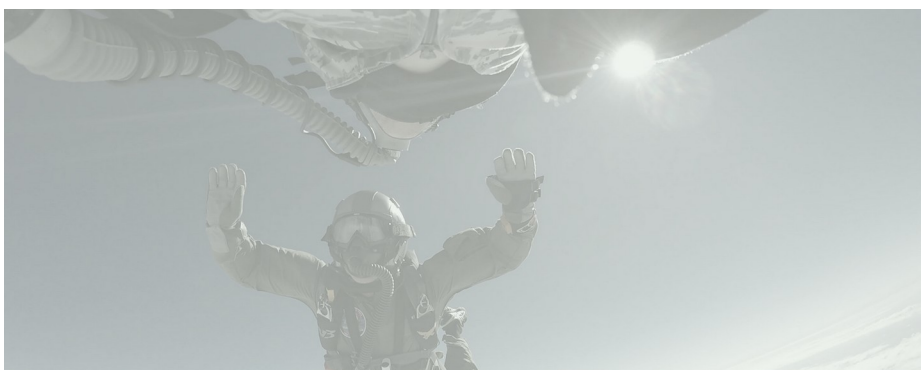
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EDUCATION

- › NATO Land Tactical Planning Course (NLTPC), SWEDINT
- › Solution Selling Trainer Certification
- › Microsoft Solution Framework — Solution Development & Component Solutions
- › VJS — Public Procurement of IT
- › Systems Science Program, Umeå University
- › US Army Advanced Military Intelligence Course, Fort Huachuca



JOHAN HELLSTRÖM

Problem-Solver · Interim · Advisor · Officer

PROFESSIONAL EXPERIENCE

- 2025 — Present** **84 Grams AB**
Co-Founder · Chairman · Special Projects
B2B Internet Service Provider and digital infrastructure operator in Umeå.
- Implemented ISO 27001 information security across the company.
- 2021 — 2025** **Swedish Armed Forces — Regional Command North**
Major · Commander, Västerbottensgruppen
Home guard and territorial defence unit covering Västerbotten.
- Led the unit through Sweden's transition to NATO membership.
 - Set up Swedish-Norwegian military cooperation between HV-14 and Västerbottensgruppen.
 - Northern Military Region's Gold Medal of Merit (Förtjänstmedalj Guld).
 - Norwegian Home Guard Commander's Silver Plaque (Sjef Heimevernets plakett i sølv), 2024.
 - NATO staff certified — NATO Land Tactical Planning Course (NLTPC), SWEDINT, 2023.
- 2020 — 2021** **Swedish Armed Forces — Northern Military Region**
Major · J5 Planning Unit
Regional planning staff within Regional Command North.
- Military planning across the regional command.
 - Ran combat readiness assessments (krigsförbandsvärderingar) for units in the region.

KEY EXPERTISE

- › Turnaround leadership
- › M&A integration
- › Growth scale-ups
- › NATO transition leadership
- › Crisis management
- › International expansion

BOARD

Current

Working Chairman — 84 Grams AB

Earlier

Chairman — Elastisys

Board Member — Waystream

Board Member — AllTele / A3

Board Member — Telecom 3 Sverige AB

Board Member — Datamatrix

AWARDS

Military

- › Northern Military Region's Gold Medal of Merit (Förtjänstmedalj i guld)
- › Norwegian Home Guard Silver Plaque (Sjef Heimevernets plakett i sølv)
- › Swedish Armed Forces Reserve Officer's Gold Medal (Försvarmaktens reservofficersmedalj i guld), 2008
- › Graduated #1, US Army Advanced Military Intelligence Course
- › Graduated #1, Militärhögskolan (Major's course)
- › Royal Scholarship — Friedländerska fonden

Civilian

- › Business Manager of the Year, Umeå (2018)
- › Leader of the Year, Västerbotten Sports Federation

LANGUAGES

Swedish

Native

English

Fluent

German

Basic

2018 — 2020

VXFiber

CEO, VX Service & Delivery

International subsidiary of VXFiber, running network operations, field installations and customer support for full-fibre FTTP open-access networks.

- Made the loss-making London fibre-build project profitable. Fixed problems with team, subcontractors and project execution.
- Built the operations organisation, Network Operation Center (NOC), and HR function.
- Resolved personnel issues that had dragged on.

2017 — 2018

AllTele AB (Nasdaq Stockholm, Small Cap)

CEO

Telecom operator (later rebranded as A3) with fibre, mobile and IT solutions. Turnover 857 MSEK and 153 employees.

- Increased corporate sales revenue by 35 %.
- Integrated T3 into AllTele after the acquisition. Merged operations and product portfolio.
- Reduced cost by 20 MSEK / year.
- Built a new strategy for IT & Telecom convergence.
- Built a portfolio strategy separating legacy products from growth investments.

2011 — 2016

Telecom 3 Sverige AB

CEO and Shareholder

Internet Service Provider serving consumers and businesses across Sweden, with the operational base in northern Sweden. Turnover 171 MSEK and 59 employees.

- Grew turnover by 190 % in 5 years — 24 % average annual growth.
- Built a low-cost operations model.
- DI Gasell 2011-2013, Growth Company of the Year (Umeågalan) 2014, Super Company (VA & Bisnode) 2015.

2006 — 2011

Tele2 AB (Nasdaq Stockholm, Large Cap)

Director, Group Special Assignment

Reporting directly to the Group CEO. Operational problem-solver sent into group-wide challenges across markets and subsidiaries, taking interim executive titles when the assignment needed it. Tele2 was Sweden's second largest telecom operator with turnover SEK 30 billion.

2009 - 2010 **Head of Establishment, Kazakhstan (concurrent)**

- Brought the Tele2 model into a new market.
- Resolved personnel issues and restructured the local company.

2007 - 2010 **CEO, Datamatrix Group**

- Turned the internal IT department into a stand-alone company with external customers.
- Won 500 MSEK deal with Oritel in Italy.
- Rebuilt corporate sales and rolled out a new CRM tool.

2006 - 2007 **CEO, Tele2 France**

- Built the management team.
- Fixed bad debt issues with a new go-to-market strategy.

COMPUTER SCIENCE

Studies in computer science at Umeå University:

- › Artificial Intelligence
- › Systems Development
- › Object-oriented programming
- › Human/Machine Interaction
- › Design theory
- › Relational databases

Programming:

Python · C · C++ · SQL · PowerLanguage · Visual Studio · UNIX

INDUSTRIES

- › Telecom & ISP
- › IT infrastructure
- › Defence & security
- › Finance & trading

ENGAGEMENTS

- › Mentor — business, technology and leadership.
- › Speaker — leadership, business development, crisis management, resilience, defence and geopolitical security.
- › Speaker — trading and quantitative analysis.
- › Hands-on investor in early-stage companies. Active in the stock market.
- › Guest lecturer — IT Master Programme, Umeå University.
- › Featured in SVT documentary 'Story: Flygolyckan i Umeå' (2020).

2005 — 2006

ATEA Denmark (Oslo Stock Exchange)

CEO

IT infrastructure provider with operations in Ballerup and Århus, ~100 employees. Part of the ATEA group, market leader in IT infrastructure across the Nordic and Baltic regions.

- Stepped in as CEO in December 2005 — the previous CEO and key staff had just left for a competitor.
- Made the company profitable in 6 months.
- Built a new management team.
- Rolled out a new go-to-market strategy.
- New sales process and sales training in place.
- The company was later acquired into the ATEA group expansion.

1997 — 2006

ATEA Sweden (Oslo Stock Exchange)

Executive — Nine-year journey through IMS Data Norr → Martinsson → ATEA

Worked up from Consultant Manager to COO over nine years of mergers and acquisitions, surviving the dot-com crisis of 2001 and following the group through three name changes.

2005 – 2006 **COO, ATEA Sweden**

2004 – 2005 **Business Area Manager Services, ATEA Sweden**

2003 – 2004 **Regional Manager, Martinsson**

2002 – 2003 **Deputy Operations Manager, Martinsson**

2001 – 2002 **Site Manager, IMS Data Norr AB (retained through dot-com restructuring)**

2000 – 2001 **CEO, IMS Internet Consulting**

1999 – 2000 **Site Manager, IMS Data Norr AB**

1997 – 1999 **Consultant Manager, IMS Data Norr AB**

- Increased consultant charge rate by 40 %.
- Made consultancy the most profitable part of the group.
- New CRM system in place in 3 months.

ACHIEVEMENTS

- › 190 % revenue growth in 5 years — Telecom 3.
- › Turned ATEA Denmark profitable in 6 months.
- › 35 % corporate sales growth — AllTele.
- › 500 MSEK Opitel deal — Datamatrix.
- › 20 MSEK / year cost reduction — AllTele.
- › DI Gasell three years in a row — Telecom 3.
- › Made the London FTTP project profitable — VXFiber.
- › 40 % consultant rate increase — IMS / Martinsson.

PUBLICATIONS

Co-author

- › Framgångsrik Aktiehandel: 10 vinnande strategier (Aktiespararna Kunskap, 2011)
- › Boken om Gerillatrading: kortsiktig aktiehandel i teori och praktik (E2 i Skandinavien, 2013)

Author

- › Pedagogiska och kognitiva aspekter på datorstött lärande (Umeå University, 1994). Bought and published by Försvarsmedia.

INTERESTS

- › Skydiving — licensed parachutist, recreational jumper.
- › Mountain hiking and backcountry skiing in northern Sweden.
- › Quantitative trading and stock-market analysis.
- › Reading military history, strategy and leadership.

MILITARY SERVICE

Officer, Swedish Armed Forces • 1983 — Present

2020 — 2025 • Active service — Major

See Professional Experience above for detail.

2000 — 2008 • Reserve Officer, Fallskärmsjägarna (FJS)

1983 — 1997 • Active service — commissioned officer

1996 - 1997	Teacher, Swedish Army Military Intelligence School
1996	Student, US Army Advanced Military Intelligence Course, Fort Huachuca, AZ
1995 - 1996	Student, Militärhögskolan (rank Major)
1992 - 1995	Lead instructor in Ranger tactics, Stridsskola Nord, Umeå
1991 - 1992	Ranger Platoon Commander, K4 Arvidsjaur
1990 - 1991	Student, Krigshögskolan (rank Captain)
1989 - 1990	Ranger Platoon Commander, K4 Arvidsjaur
1988 - 1989	Platoon Commander, I-13
1987 - 1988	Student, Krigsskolan Karlberg (rank Lieutenant)
1986 - 1987	Instructor, I-13
1984 - 1985	Student, Officershögskolan (rank Second Lieutenant)
1983 - 1984	Squad Commander, Swedish Army Parachute Ranger School

ADDITIONAL HIGHLIGHTS

- Crisis leadership — handled families and the aftermath of the Umeå air crash in 2019 (nine fatalities). Named Leader of the Year by Västerbotten Sports Federation. Featured in SVT documentary 'Story: Flygolyckan i Umeå'.
- Senior executive across borders — 25+ years as CEO and COO running turnarounds, restructurings and integrations in Sweden, Denmark, France, Italy, the UK and Kazakhstan. P&L responsibility for organisations with 50-150+ employees and turnover up to 857 MSEK.
- Defence and security background — Major in the Swedish Armed Forces, NATO staff certified (NLTPC, SWEDINT). Established Swedish-Norwegian military cooperation between HV-14 and Västerbottensgruppen. Led the unit through Sweden's transition to NATO membership.
- Resilience and operational continuity — built crisis response routines and operational frameworks across telecom, IT and defence organisations. Implemented ISO 27001 information security at 84 Grams AB.
- Trusted advisor and speaker — engagements on leadership, crisis management, resilience, defence and geopolitical security. Guest lecturer at Umeå University's IT Master Programme.