

# JAKOB AHLSTEDT

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## OBJECTIVE

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Distance Education, E-learning Services, Instructional Design

## EDUCATION

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1980 - 1984      Stockholms Musikgymnasium, Stockholm  
*Natural Science Program*

1987 - 1992      Stockholm University/Göteborg University, School of  
Business, Gothenburg

*Bachelor in Business Administration*

- Marketing Program

2007              University of Maryland, Maryland, USA

*Credit Course Program*

- Definition of Distance Education
- History and Principles of Distance Education
- Pedagogy and Theoretical Approaches in Distance Education
- Institutional Aspects of Distance Education

## WORK EXPERIENCE

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1992 - 1993      Novo Utbildning, Varberg  
*Sales Representative*

1993 - 1996      Merck, Sharp & Dohme Sweden AB, Stockholm  
*Sales Representative/Product Specialist*

1996 - 1998      Merck, Sharp & Dohme Sweden AB, Stockholm  
*Project Manager*

- Marketing and Sales through Digital Media
- Merck, Sharp & Dohme “Visionary Group”

1998 - 2000 Almagest Marketing AB, Uddevalla

*Managing Director, Almagest Advertising*

- Sales, concept development, project management and copywriting
- Printed and Digital Media
- Distance Education/"E-learning"

2000 - [Kauz] Kommunikation, Göteborg

*Managing Director and Founder*

- Printed and Digital Advertising
- Distance Education/"E-learning" (Methodology)
- Instructional Design (Pedagogy and didactics)
- Consultancy, project management, production and implementation

2009 - Adxto AB, Stockholm

*Distance Training Manager/Project Manager*

- Distance Education/"E-learning" (Methodology)
- Instructional Design (Pedagogy and didactics)
- Consultancy, project management, production and implementation

## REFERENCES

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- Merck, Sharp & Dohme Sweden AB
- Almagest Marketing AB
- Kinchard Consulting AB
- Adxto AB
- Most major pharmaco's in Scandinavia

*Contact information available on request*