



JONAS KJELLBERG

Co-Creator of Skype

Jonas Kjellberg, one of the creators of SKYPE, is a much appreciated lecturer at Stanford University and Stockholm School of Economics where he lectures on entrepreneurship and how to create a winning sales culture. He is also one of the authors of the book, *Gear up*, written together with Harvard and Stanford professors.



Jonas has a MBA from Uppsala University and an engineering degree from the Royal Institute of Technology in Stockholm. His focus is on how to delight the user? What needs to be done to secure the innovation intent, but even more fundamental: How can sales be built into the product, so that your customers will be part of your sales force by sharing their stories of delight. How can you as organization increase the frequency of that message, to create that friction free story?

To secure the delight and strengthen it in every action taken, everyone in the company needs to share the idea of the Delight, and understand the customer need that the company is solving. Since a 100% of all revenues come from sales, all functions needs to be involved in creating that Delight dived.

Jonas Kjellberg is specialized in developing a fundamental understanding for how product, sales and profitability must interact in order to create successful business.

He supports management teams in developing their overall sales strategy and a winning sales culture. Organisations today face new demands as customer satisfaction is becoming more and more transparent with users increasingly sharing their experiences.