

Rolf Kr. Backsæther

Status: Singel, 2 adult children
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Current position

Owner / CEO at BACKOUT AS
 CEO at LÄNNA AS

Areas of expertise

Experience from independent activities in sports, hardware and furniture industry. Specialized in the Bicycle business. Sales / marketing, Product development, Design, Journalism, Project management, Contract negotiation, Media, PR, Communication, Web and e-learning. 25 years of experience in international business, product-development and contract negotiations with Europe and Asia.

Personal qualities

Independent, result-oriented, respect for other's time, creative, precise, curious, educational, team-worker, works well with and is respectful with other cultures. I am also street-smart, quite handy and a social person.

Work experience

Date	Company/Work-positon	
06/2023 –	LÄNNA AS (NOGA AB) Furniture concept	CEO for a team of 10 persons
06/2021-23	A.Huseby AS Furniture concept since 1889	Project developer, CEO 1889 Designcafe, Sales person for Scandinavian furniture.
08-12.2020	CCO Brandassist AS Northug Sportsbrand	Web- master/developer, sales, marketing etc
2000 - 2022	BACKOUT / Owner Consultance within pr/marketing, design, productdevelopment, text, web, project-management etc.	<p>Developing and maintain Mytex.no/ Meretenorheim.no (2016-) Projecting www.Northug.com/www.Brandmachine.eu (2020) Responsible for Cycleurope Norge AS/DBS Design (2007-2019) Responsible for Cycleurope Norge AS/DBS Product development (2015-2019) Responsible for Cycleurope Norge AS/DBS.no web-site (2013-2015) Responsible for Cycleurope Norge AS/DBS Consumer and Insales cataloges (2006-2015) Responsible for Cycleurope Norge AS/DBS pr/marketing work (2005-2015) Freelance journalist for Norwegian Sport Business magazine SPORT (2004-2017)</p> <p>Responsible for Fjallrävens pr-work (2011-2018) Responsible for Rottefellas pr-work (2017-2018) Responisble for Future/Bliz pr-work (2015-2017) Responsible for Diadora/Wenaas AS pr-work (2012-2016) Responsible for Haglöfs pr-work (2014-2015) Responsible for Snowbiz pr-work (2011-2013)</p> <p>Responsible and editor for Gresvig ASA / INTERSPORT & G-Sport 2 internal magazines (2004-2011) Responsible for all Gresvig ASA product-texts for INTERSPORT and G-Sport Chain-stores (2004-2011) Responsible for Gresvig ASA - G-Sport and INTERSPORT Websites (2004-2007)</p>

04/2001 – 03/2004	Gresvig ASA 1.Information Consultant 2.Project Manager 2 sports-chains (INTERSPORT and G-Sport)	1. Establishment of the company's information strategy, internal communication, media contact, the Group's 3 websites, responsible for 2 internal magazines (editor), responsible for IR / Investor info and the Group's elearning project. - <i>implemented information strategy in the group</i> - <i>3 web-sites on new platform / new design</i> - <i>e-learning - aimed at employees in Intersport and G-Sport stores, a unique breakthrough work with increased competitive advantage as a result</i> 2. Responsible for the Group's focus on, and development of their e-commerce concept. - <i>Online shop designed and ready for opening in 6 months</i>
04/2000 – 04/2001	E-Line Group ASA Project manager IT company with focus on e-commerce	Project manager for parts of the e-commerce venture HomeBox. - <i>entrepreneurial activity with a positive result</i>
04/1995 – 03/2000	Hard Rocx AS Sales Representative / Marketing Manager Design, manufacture, sale and marketing of bicycles	Responsible for marketing and selling bicycles to sportsstores. - <i>from 3–22 million NOK in 5 years (3 people)</i>
1994 -1995	BackOut Owner	Journalistic work, project management, development and marketing assignments. - <i>brand-and design development of bicycles and promotional materials for Kevita Taiwan</i>
1993 - 1994	Hard Rocx AS Freelance salesperson	Selling bicycles to sports-stores.
1992 - 2006	Mediaction AS Freelance journalist and editorial staff Media Agency; publisher of magazines and newspapers	Supplier of articles / photos - on occasion also editor of the Ultrasport magazine – special editions
- 1995	Kr. Backsæther AS Owner/General Manager	Operation of sports and hardware stores.

Education

Exam artium, Military Officer training, Specialized course in trade and marketing. In addition, I have courses in Web Education/E-Learning.

Computer skills

All Office programs, Adobe Photoshop, Adobe Ai. Good understanding of image processing for print and web, knowledge of HTML and broad experience from web publishing systems, WTT elearning program, ViewletBuilder. Otherwise, good ability to quickly familiarize me with the use of software.

Language

Norwegian, Swedish, English, basic Spanish/Portugese.

References

To be provided upon request.