



# Gustaf Cavalli

## Senior Technical Project Manager & Tech Entrepreneur



Winner of Volkswagen Global IT Award 2025 – 1st Place Worldwide

Digital Transformation | AI | Cloud | ERP | Global Programs



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### PROFILE

Recognized for delivering large-scale IT transformations and founding AI-driven ventures, Gustaf excels in leading high-stakes global programs where business continuity, security, and innovation are mission-critical. With 20 years of experience across finance, energy, HR, supply chain, and IT, he blends executive-level business insight with hands-on technical expertise to bridge strategy and execution with clarity, speed, and precision. In addition to his corporate achievements, Gustaf has founded and led several start-ups demonstrating his ability to innovate, scale new businesses, and apply advanced technology to solve complex challenges.



### EDUCATION

#### STOCKHOLM UNIVERSITY

B.Sc Business Administration  
Focus on financial management.  
Thesis "When implementing the governance models ABC, ABM, and BPR in an organization".

#### LONDON SCHOOL OF ECONOMICS

Studies in Media & Communication.

#### UPPSALA UNIVERSITY

Studies in economics and tax law.

#### UNIVERSITÉ DE DROIT, D'ECONOMIE ET DES SCIENCES D'AIX-MARSEILLE

Studies in French language and French history.



### LATEST ASSIGNMENTS

2021.11  
ongoing



Volkswagen Financial Services (Sweden & Germany)

PROJECT MANAGER

"**MOVE OF DATACENTER** AND ALL ITS RELATED IT-INFRASTRUCTURE FROM SÖDERTÄLJE SWEDEN TO BRAUNSCHWEIG GERMANY"

#### Responsibilities:

- Project Manager for VWFS Sweden largest IT-migration ever: full decommissioning of Sweden's data center and seamless relocation of all infrastructure to Germany.
- Managed 12+ parallel workstreams (applications, compliance & security, network, Active Directory & M365, Citrix, vendor integrations) ensuring flawless cross-functional alignment.
- Coordinated a global team of 80+ engineers, architects, testers, technicians, and vendors across Sweden & Germany within the SAFe framework.

#### Achievements:

- Successfully delivered the full relocation of the national datacenter and all IT infrastructure to Germany's central datacenter, with zero business downtime.
- Recognized globally for excellence in IT delivery after winning Volkswagen Financial Services Global IT Award 2025 (1st place).

Data center migration

Security

Compliance

2021.08  
2025.02



Volkswagen Financial Services (Sweden & Germany)

PROJECT MANAGER

"**MIGRATION TO AWS** OF CUSTOMER-FACING APPLICATIONS & SHARED CLOUD INFRASTRUCTURE"

#### Responsibilities:

- Designed and executed prioritized, system-by-system migration strategy aligned with SAFe PI-planning.
- Developed and implemented shared cloud foundations for networking, security, monitoring, and account structure.
- Built and led dedicated DevOps team to support migration and long-term AWS operations.
- Established best practices for infrastructure-as-code, CI/CD pipelines, tagging, and governance in line with Volkswagen MPS framework.
- Collaborated closely with security, infrastructure, and compliance teams in Sweden, Germany, and AWS to ensure alignment, risk mitigation, and regulatory compliance.

#### Achievements:

- Successfully led AWS migration program, enabling closure of Swedish data center and transforming legacy on-premise infrastructure into a secure, scalable cloud platform.
- Migrated customer-facing applications to AWS, improving response times, accelerating iteration, and shortening time-to-market; transitioned non-critical systems to central data center (CDC) in Germany.

DevOps formation

Compliance

AWS

Cloud migration

2020.01  
2021.08



Vestas (Århus, Denmark)

PROJECT MANAGER

"**INTERNATIONAL ROLLOUT OF SUPPLY CHAINS AND EQUIPMENT TO OVER 48 COUNTRIES**"

#### Responsibilities:

- Managed global rollout program for replacement of IT equipment across 48 countries.
- Coordinated supply chain setup, logistics, and vendor relationships to ensure delivery.
- Successfully delivered the program despite major disruptions such as COVID-19 global lockdowns, vendor constraints, and the Suez Canal blockage.

#### Achievements:

- Ensured on-time delivery and continuity of IT operations across all countries.
- Recognized for maintaining project control and delivery under exceptional challenges.

Energy

Rollout

Logistics

Process development



## LANGUAGES

Swedish | Native  
English | Fluent (C2)  
French | Basic (A2)  
German | Basic (A2)

Extensive experience leading multicultural teams across Europe, Africa, Middle East, USA, and Asia.



## INTERESTS

Technology & AI • Entrepreneurship & Startups • History & Politics • Music (former musician) • Travel • Chess (played against Women's World Champion) • Fitness & Gym • Running • Socializing with friends



## STARTUPS

Founded several successful start-ups:

- **Media Session** – Media platform with customers including SVT, Eurosport, and MTV. (Exited – sold)
- **Creative Capital** – Venture capital firm focused on pre-seed investments. (sold)
- **Cavalli Consulting** - management and IT consulting with a focus on digital transformation, cloud, and large-scale program execution

Currently in his free time involved in:

- **BotlerBot** – Your personal AI assistant
- **PeoplePolitics** – Social media platform for transparent democracy
- **Cavalli Productions** – Music and creative productions
- **OurHistory** – Interactive history map



## ADDITIONAL INFO

- Citizenship: Swedish
- Driver's License: Category B
- Business License: UAE (RAKEZ)
- Willing to travel and relocate if needed
- References available upon request



## EXPERIENCE

20 years' experience as a Project Manager, delivering 17 major assignments



Detailed assignment history available upon request



## CORE COMPETENCIES

- Generative AI & AI-driven Platforms – strategy, design, and implementation of enterprise and start-up AI solutions.
- Digital & Cloud Transformation – large-scale migrations (AWS, M365), DevOps enablement, and organizational training.
- Enterprise Program Leadership – multi-million euro budgets, regulated industries, cross-border delivery.
- Agile Leadership & Product Management – scaling squads, building high-performing teams, driving measurable outcomes.
- Executive Stakeholder Management – engaging C-level leaders, aligning business and technology strategy.



## SKILLS & METHODS

Project & Delivery Methods:

Prince2 (Certified, 8 years) • Scrum (12 years) • SAFe (5 years) • PPS (6 years) • RUP (2 years) • ITIL (5 years)

Tools & Platforms:

Jira • Confluence • Microsoft 365 • MS Project • SharePoint • Slack • AWS

ERP & Business Systems:

SAP SuccessFactors • SAP IdM • Visma • Medius • View21 • Fortnox

Technical Knowledge:

Java • SQL • UML • API Integrations • Data Migration



## CONTINUATION RECENT ASSIGNMENTS – FULL LIST AVAILABLE UPON REQUEST

2020.03

2020.09

*Vestas (Århus, Denmark)*

PROJECT MANAGER, SCRUM MASTER, TEST MANAGER

*"IMPLEMENT STANDARD CONNECTOR FOR SAP IDM VS SAP SUCCESSFACTORS"*

## Responsibilities:

- Project Manager, Scrum Master, and Test Manager for replacing the existing connector with SAP's standard SuccessFactors integration.
- Coordinated offshore development with a supplier in Bulgaria, while overseeing management and acceptance testing in Denmark.

## Achievements:

- Delivered a more stable integration with significantly fewer incidents and easier troubleshooting.
- Reduced long-term development costs through adoption of the standard connector.

Energy

Purchasing

SAP

System test

Offshore

2018.10

2019.12

*Volkswagen Financial Services, (Södertälje, Sweden)*

PROJECT MANAGER, SCRUM MASTER, BUSINESS ANALYST, PROCESS DEVELOPER

*"CREATE AND ROLLOUT NEW INSURANCE OFFERINGS FOR ALL VOLKSWAGEN BRANDS IN SWEDEN"*

## Responsibilities:

- Project Manager, Scrum Master, Business Analyst, and Process Developer for a new leasing insurance offering across all Volkswagen brands in Sweden (Audi, Porsche, SEAT, Škoda, and Volkswagen).
- Designed and managed full project scope including planning, budgeting, resource allocation, vendor negotiations, IT feature procurement, and nationwide rollout.
- Analyzed and documented all core processes, created wireframes, defined detailed IT requirements, oversaw internal IT development, user training, contract templates, insurance terms, and marketing activities.

## Achievements:

- Successfully launched Volkswagen's new private leasing insurance products on November 4, 2019, across all brands in Sweden.
- Delivered project on time and under budget, exceeding the business case within the first 12 months

Insurance

Purchasing

Vehicle industry

Process development

Training

2017.05

2018.12

*PostNord (Solna, Sweden)*

PROJECT MANAGER, SCRUM MASTER, BUSINESS ANALYST

*"NEW INTRANET FOR THE ENTIRE POSTNORD GROUP BASED ON OFFICE365"*

## Responsibilities:

- Project Manager, Scrum Master, and Business Analyst for the development of a new group-wide intranet for PostNord (70,000+ employees) based on SharePoint Online/M365.
- Defined requirements and coordinated stakeholders across Sweden, Denmark, Norway, and Finland, ensuring alignment with PostNord's digital transformation strategy.

## Achievements:

- Successfully launched the new intranet in 2018, now serving as the communication hub for 70,000+ employees across four countries.
- Oversaw planning, backlog, and agile delivery to guarantee intranet usability across diverse roles — from office staff to terminal operators, mail carriers, and logistics teams.

Microsoft365

SharePoint Migration

Kanban

Intranet

Prince2

2017.05

2018.12

*PostNord (Solna, Sweden)*

PROJECT MANAGER, SCRUM MASTER, BUSINESS ANALYST

*"NEW IMPORT SERVICE FOR LOGISTICS WITHIN NORDIC"*

## Responsibilities:

- Appointed to design and implement a new import solution for freight shipments of pallets and piece goods across Nordic borders, driven by the rise of e-commerce.
- Analyzed and translated business requirements from managers in Sweden, Denmark, Norway, and Finland into system requirements and solution design.

## Achievements:

- Successfully delivered a cross-Nordic import solution, enabling efficient processing of shipments across borders.

Logistics

Kanban

Jira

SAP

Prince2



## ASSIGNMENT LOG

2015.11

2017.01

*PostNord (Solna, Sweden)*

PROJECT MANAGER, SCRUM MASTER

*"NEW E-COMMERCE SOLUTION"*

- Responsibilities:
- Managed development and rollout of a new e-commerce integration solution for PostNord's distribution offering, enabling merchants to seamlessly connect their platforms with PostNord's logistics network.
  - Coordinated offshore development in Bulgaria, ensuring efficient agile delivery through Kanban and Scrum practices.
  - Oversaw continuous integration, automated testing, and deployment processes.
- Achievements:
- Successfully launched the first version of the solution in Denmark as early as June 2016.
  - Provided customers with an intuitive self-service channel to choose how they wanted their goods delivered.
  - Enabled continuous improvement with new features and markets added regularly.

eCommerce

Kanban

Selenium

Test automation

2016.05

2017.05

*PostNord (Solna, Sweden)*

TECHNICAL PROJECT MANAGER, SCRUM MASTER

*"NORDIC EDI-SOLUTION POSTNORD GROUP"*

- Responsibilities:
- Led the development of a joint Nordic EDI solution to streamline PostNord's production processes and improve automation.
  - Coordinated cross-border development teams in India, Alingsås, Solna, and Stockholm.
  - Leveraged PostNord's established Jira and Scrum setup to manage backlog, sprints, and QA processes efficiently. gies used were Kanban,
- Achievements:
- Delivered a scalable and automated EDI solution that significantly increased production quality and efficiency.
  - Ensured alignment across PostNord Group's Nordic markets, supporting digital transformation strategy.

Logistics

EDI

Validations

Offshore

2016.02

2016.06

*PostNord (Solna, Sweden)*

PROJECT MANAGER, SCRUM MASTER, BUSINESS ANALYST, TEST MANAGER

*"IMPROVED ERROR PAGES"*

- Responsibilities:
- Collected business requirements and coordinated stakeholders to design new, more informative error pages.
  - Oversaw system analysis, development, and testing, applying Kanban methodology.
  - Managed offshore QA and development teams in India.
- Achievements:
- Delivered error-handling improvements that reduced customer frustration during planned/unplanned downtime.

Selenium

Java

Maven

Google API

Automated tests

Prince2

2015.11

2016.03

*PostNord (Solna, Sweden)*

PROJECT MANAGER, SCRUM MASTER, BUSINESS ANALYST, TEST MANAGER

*"MIGRATION SHAREPOINT SOLUTION "ARKIVERA" TO THE CLOUD"*

- Responsibilities:
- Managed migration of the card index solution "ArkiVera" and its data from SharePoint 2007 to SharePoint Online.
  - Defined requirements, coordinated stakeholders, and oversaw both in-house and offshore (India) development teams.
  - Applied agile methods and structured QA to secure delivery of a stable, secure, and scalable solution.
- Achievements:
- Delivered a modern cloud-based solution with significantly improved stability, security, and access management.
  - Reduced management costs by replacing legacy systems with SharePoint Online.

Document management

Sharepoint

Migration

Scrum

Jira

Prince2





## ASSIGNMENT LOG

2015.05

postnord

PostNord (Solna, Sweden)

PROJECT MANAGER, SCRUM MASTER

2016.01

"CONTINUOUS IMPROVEMENT OF SEVERAL DIGITAL SERVICES"

- Responsibilities:
- Managed a team of ~12 members in one of PostNord's first large-scale agile projects, driving backlog ownership and prioritization.
  - Planned and facilitated workshops, sprint planning, daily scrums, reviews, and retrospectives.
  - Coordinated multiple stakeholders across IT and business units.
- Achievements:
- Delivered continuous improvements across several digital services, ensuring higher stability and usability.
  - Shared best practices and lessons learned across PostNord, helping scale agile methods to future projects.

Agile development

Jira

Selenium

Sharepoint

Prince2

2015.05

postnord

PostNord (Solna, Sweden)

PROJECT MANAGER, SCRUM MASTER, BUSINESS ANALYST, TEST MANAGER

2015.10

"NEW GRAPHIC DESIGN AND IMPROVED PUBLISHING FEATURES INTRANET"

- Responsibilities:
- Led the redesign and feature improvement of PostNord's intranet, including graphic design and publishing tools.
  - Coordinated requirements gathering, design validation, and QA across in-house and offshore (India) teams.
  - Managed scope, budget, and schedule while ensuring alignment with PostNord's communication strategy.
- Achievements:
- Delivered the new intranet design under budget and ahead of schedule.
  - Achieved strong end-user satisfaction, exceeding PostNord's expectations.

Intranet

Jira

Sharepoint

Scrum

Prince2

2014.07

VATTENFALL

Vattenfall (Solna, Sweden)

PROJECT MANAGER, SCRUM MASTER, BI-EXPERT

2015.06

"STRATEGIC REPORTING FOR UPCOMING OUTSOURCING"

- Responsibilities:
- Led the development of a reporting platform for IT performance and SLA monitoring across 1,500 systems.
  - Defined requirements, coordinated with stakeholders, and managed development in Scrum.
  - Applied BI expertise (QlikView, dashboards, data modeling) to ensure relevant and accurate reporting.
- Achievements:
- Delivered dashboards that became key KPIs in Vattenfall's outsourcing strategy.
  - Enabled management to base strategic decisions on clear, data-driven insights.

Energy

QlikView

Dashboard

Business Intelligence

Scrum

2012.08

postnord

PostNord (Solna, Sweden)

PRODUCT OWNER/MANAGER

2014.05

"DIGITAL HYBRID- AND COMMUNICATION SERVICES"

- Responsibilities:
- Developed digital communication services including eBREV and ePostboxen.
  - Coordinated sales, customer service, and operations to support adoption.
  - Analyzed customer behavior and order flow to guide improvements.
- Achievements:
- Improved stability, security, and user satisfaction of digital services.
  - Increased adoption and revenue contribution of secure digital messaging.

Digital services



## ASSIGNMENT LOG

2012.03

2013.01

Folksam

Folksam (Stockholm, Sweden)

PROJECT MANAGER, SCRUM MASTER, BUSINESS ANALYST

"NEW INSURANCE FOR SMALL BUSINESSES"

- Responsibilities:
- Appointed to deliver on a market study conclusion that SMEs required an improved insurance offering.
  - Adapted an existing product to the SME segment, leading a core team of 8 and coordinating ~40 stakeholders with PPS and Scrum.
- Achievements:
- Delivered the product within 10 months, under budget, and meeting all quality goals.
  - Successfully launched "Småföretagarförsäkring" (SME-insurance), still part of Folksam's portfolio.

Insurance

Java

RPG

Scrum

PPS

2012.03

2012.05

postnord

PostNord (Solna, Sweden)

PROCESS DEVELOPER

"MAPPING BUSINESS PROCESSES"

- Responsibilities:
- Conducted requirements gathering and business process mapping in pre-study phase.
  - Designed target system architecture for digital services to business customers.
- Achievements:
- Provided clear decision basis for future development of PostNord digital services.
  - Aligned business requirements with technical solution architecture.

SAP

Shopping Cart

Payment Solution

Process development

2010.06

2012.03

postnord

PostNord (Solna, Sweden)

PROJECT MANAGER, BUSINESS ANALYST

"EBREV WEBB" &amp; "POSTEN I OFFICE"

- Responsibilities:
- Business Analyst (from 2010) and later also Project Manager (from 2011) for Posten i Office, a joint development product between Microsoft, PostNord, and Strålfors.
  - Coordinated ~40 people covering Microsoft (Gothenburg), CGI (Manila), Strålfors (Alingsås), and Cap Gemini (India).
- Achievements:
- Launched Posten i Office nationwide in March 2012 through a large-scale campaign.
  - Delivered stable integration between Microsoft Office and Posten, enabling customers to send digital documents as physical letters.

Digital2Print

Preflight printing

Conversion system

RUP/PUM

2011.01

2011.06

postnord

PostNord (Solna, Sweden)

BUSINESS ANALYST

"REKLAMFIXAREN"

- Responsibilities:
- Acted as Business Analyst for enhancements of Reklamfixaren, a direct marketing solution developed with Google.
  - Specified requirements and coordinated improvements using RUP methodology.
- Achievements:
- Delivered a more stable and user-friendly version of Reklamfixaren.
  - Strengthened PostNord's digital offering in targeted advertising services.

Digital2Print

Preflight printing

Conversion system

RUP/PUM





## ASSIGNMENT LOG

2010.06

*PostNord (Solna, Sweden)*

BUSINESS ANALYST

2011.05

*"RIKTIGA VYKORT"*

- Responsibilities:
- Business Analyst for new version of Riktiga Vykort, enabling customers to upload images online and send as physical postcards.
  - Managed requirements, process mapping, and solution design using RUP methodology.
- Achievements:
- Successfully delivered requirements for several releases, improving stability and usability.
  - Contributed to increased customer satisfaction and revenue growth for the service.

Digital2Print

Preflight printing

Conversion system

RUP/PUM

2010.01

*Hennes & Mauritz (Stockholm, Sweden)*

CONTRACT MANAGER

2010.05

*"DIGITAL SIGNAGE"*

- Responsibilities:
- Managed contracts and procurement to initiate H&M's global digital signage rollout, starting with flagship stores as launch showcases.
  - Coordinated vendors and delivery across multiple international locations.
- Achievements:
- Successfully set up digital signage solutions in flagship stores in Paris, Las Vegas, Moscow, Vienna, and Oslo.
  - Delivered a highly demanding solution at H&M's Champs-Élysées flagship in co-operation with world-renowned architect Jean Nouvel, involving mobile screens across floors to create an industrial design experience.

Media technology

Digital Signage

PPS

Scrum

Retail

2009.05

*Hennes & Mauritz (Stockholm, Sweden)*

PROJECT MANAGER, BUSINESS ANALYST

2010.01

*"PRESTUDY OF HOW TO MANAGE ALL DIGITAL MEDIA IN ALL STORES"*

- Responsibilities:
- Led a comprehensive prestudy on management of all in-store digital media worldwide, including digital signage (video walls, displays, campaign loops), music systems, and interactive kiosks.
  - Produced full feasibility package including business case analysis, project plan, business and functional requirements, current/future processes, technical solution proposal, logical data model, glossary, and infrastructure/network analysis.
- Achievements:
- Delivered the full prestudy package — business case, concept, requirements, and technical solution — that was formally approved by H&M's highest Steering Committee (SterCo) to go ahead into the implementation phase.
  - Defined metadata-driven digital media experiences to enhance in-store communication and customer engagement.

Media technology

Digital Signage

Narrowcasting

Aris

PPS

Retail

2009.11

*Hennes & Mauritz (Stockholm, Sweden)*

BUSINESS ANALYST, ACCEPTANCE TESTER, PURCHASER

2010.01

*"MAJOR VIDEO WALL IN CENTRAL STOCKHOLM"*

- Responsibilities:
- Acted as Business Analyst and Acceptance Tester for a 72-screen video wall installation in Stockholm.
  - Managed supplementary procurement and requirement adjustments following acceptance testing.
- Achievements:
- Delivered one of the world's largest video walls at the time, successfully launched in central Stockholm.
  - Ensured solution stability and compliance by negotiating and enforcing revised supplier agreements.

Media technology

Digital Signage

PPS

Retail



## ASSIGNMENT LOG

2009.01

2009.04

*Hennes & Mauritz (Stockholm, Sweden)*

SYSTEM RESPONSIBLE

*"SIGNS IN STORES"*

- Responsibilities:
- Appointed temporary System Responsible for "Signs in Stores" after project completion.
  - Managed preparation, global rollout, and operational handover to permanent system management.
- Achievements:
- Secured a smooth worldwide rollout of "Signs in Stores" across all H&M stores.
  - Ensured successful transition from project delivery to operational governance.

Publishing system

Signs system

InDesign

Retail

2007.11

2008.12

*Hennes & Mauritz (Stockholm, Sweden)*

PROJECT MANAGER, SCRUM MASTER, BUSINESS ANALYST

*"SIGNS IN STORES"*

- Responsibilities:
- Led the end-to-end development of a new global system for creating and managing in-store price and information signs.
  - Defined requirements, drove feasibility study, and managed development using Scrum methodology.
- Achievements:
- Delivered a breakthrough system that combined central governance with local flexibility — centrally controlled templates and instructions, yet fully adaptable by each store for local messaging.
  - Rolled out worldwide, enabling global campaigns to transform all store signage within 24 hours (e.g., the Madonna collection) and later expanded for use across multiple H&M Group brands.

Publishing system

Signs system

InDesign

Retail

PPS

Scrum

2007.11

2007.11

*Teracom (Stockholm, Sweden)*

STRATEGIC ADVISOR

*"DIGITAL SIGNAGE MARKET OPPORTUNITY FOR TERACOM?"*

- Responsibilities:
- Engaged to assess Teracom's potential role as a digital signage supplier; conducted workshops and analysis of market requirements, competitive landscape, and value-chain positioning.
  - Evaluated business case viability and differentiated value-add versus established ecosystem players.
- Achievements:
- Recommended not entering the market due to limited unique value and high risk of low profitability.
  - Despite proceeding, later market developments confirmed the analysis, with the initiative failing to gain traction, validating the recommendation.

Media technology

Digital Signage

2007.05

2007.11

*Hennes & Mauritz (Stockholm, Sweden)*

BUSINESS ANALYST

*"IMPROVED ENTRANCE FLOW HM.COM"*

- Responsibilities:
- Collected business requirements and real-user entrance data; analyzed drop-off patterns and pain points at site entry.
  - Facilitated cross-functional feasibility sessions with engineering; prioritized changes using an effort-impact matrix into quick wins, next release/longer-term, and won't do.
- Achievements:
- Enabled implementation of quick wins and set the direction for the subsequent UI redesign of the entry experience.

Geodata

Retail

PPS





## ASSIGNMENT LOG

2007.05

2007.09



Hennes &amp; Mauritz (Stockholm, Sweden)

PROJECT MANAGER, PURCHASER

"PURCHASE AND IMPLEMENT CDN-SOLUTION"

## Responsibilities:

- Acted project manager for the global procurement of a Content Delivery Network (CDN).
- Ran RFP/vendor evaluations, commercial negotiations, and implementation planning.

## Achievements:

- Secured a global CDN contract, improving site performance and availability across key markets.
- Established governance and SLAs for ongoing CDN operations.

Content delivery networks

Content distribution networks

CDN

Purchasing

2005.05

2007.05



Hennes &amp; Mauritz (Stockholm, Sweden)

BUSINESS ANALYST, PROCUREMENT SUPPORT

"DIGITAL SIGNAGE GLOBALLY"

## Responsibilities:

- Gathered, analyzed, and aligned business & IT requirements as the basis for the solution and project.
- Created the full TCO/cost analysis, including implementation costs.
- Supported procurement by creating the RFP, conducting vendor evaluations, and supporting final negotiations and agreements.
- Conducted vendor due diligence, including visiting 8 U.S. states in 10 days, to de-risk and validate the final vendor choice.

## Achievements:

- Delivered pre-study (business & IT requirements, store concept, solution-architecture concept, implementation & TCO cost analysis, and vendor shortlist for global rollout) as the basis for the go/no-go decision.
- H&M postponed the rollout until costs decreased; 2 years later the program was re-initiated and this time Gustaf was re-engaged as both Business Analyst and Project Manager.

Media technology

Digital Signage

Narrowcasting

PPS

2005

2005



SVT (Stockholm, Sweden)

CONCEPT DESIGNER, SYSTEM ARCHITECT

"NEW TV-FORMAT"

## Responsibilities:

- Designed the viewer experience and produced a high-fidelity showcase/prototype for a new entertainment format.
- Assessed the technology stack and production workflow; defined solution architecture and an implementation approach (timeline, risks, capex/opex).

## Achievements:

- Delivered an executive-ready concept and prototype that enabled commissioning/go-no-go decision-making.
- Provided clear architecture and costed options, giving SVT a concrete path to pilot and reducing implementation risk.

Broadcasting

Media technology

TV

1999

2000



SYSTEM DOKUMENTATION

SalusAnsvar (Stockholm, Sweden) "PREPARE SYSTEM DOCUMENTATION PRIOR TO SALE OF INSURANCE PORTFOLIO"

Prepared and delivered transaction-ready documentation for SalusAnsvar's property-insurance (SAK) systems on IBM AS/400 (RPG III) ahead of divestment. This mandatory package enabled the sale to close with a clean handover to Svenska Konsumentförsäkringar AB (Folksam Group). The product line later moved within Folksam Sak / Tre Kronor Försäkring, and years later the same product became the baseline for my SME insurance offer at Folksam.

Insurance

1999

1999



SYSTEM TESTER

A-kassorna (Stockholm, Sweden) "Y2K-TESTING OF CORE SYSTEM"

Consultant via Cap Gemini. Performed Y2K readiness testing of the core unemployment-benefits system used by multiple users. Executed date-rollover/leap-year scenarios. Environment: SQL, QBE Vision. Outcome: compliant, stable transition to year 2000 with no major incidents.

System test

IAD



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## STARTUPS

2025.07  
ongoing



*BotlerBot*  
FOUNDER  
"YOUR PERSONAL AI BUTLER"

BotlerBot is a personal AI butler that co-plans your day, organizes tasks and life admin, and nudges progress toward your goals, on your terms. Toggle modes (Planner, Trainer, Traveler, Concierge). Voice capture, you-approve actions, privacy-first. Integrates with calendar, email, messaging, files, and health; extensible via connectors/APIs.

Personal AI

2022.06  
ongoing



*OurHistory*  
FOUNDER  
"MAPS WITH A TIMELINE"

Slide through time and watch the map change. Each change appears as its own graphic; tap to read a sourced, Wikipedia-style explainer of what caused it. Sweden-first launch planned Q1-2026, then country-by-country expansion (most prominent markets first). Built with a development team in Georgia (country), reviewed by Swedish historians, and using official datasets provided by Sweden's Ministry for Foreign Affairs (UD).

HistoryTech

Interactive Maps

Data Visualization

2012.06  
ongoing



*PeoplePolitics (Stockholm, Sweden)*  
FOUNDER, CEO, PRODUCT OWNER, SCRUM MASTER, TESTER  
"NEW SOCIAL MEDIA MAKING DEMOCRACY ACCESSIBLE, FACT-BASED, AND TRANSPARENT FOR EVERYONE"

In his spare time, Gustaf runs and develops PeoplePolitics. PeoplePolitics is a social media that makes politics accessible, fact-based and transparent for everyone. Today, PeoplePolitics has over 175,000 members. The development team is hand-picked from Ukraine, Russia and North Macedonia. The latest methodologies and tools in agile development are applied (Kanban, CI, Selenium, Sketch/Figma, Jira, Confluence, Code reviews, User Journeys, Distributed beta testing). Hosting in AWS. Cloudinary for media transcoding. Backend is Java - Spring Framework. Mobile app based on Vue.js. The solution is integrated with Riksdag Öppna Data, the Election Authority, Mobilt BankID and other. The start-up has global potential.

Social media

Kanban

CI/CD

Integrations

Offshore

User Journeys

2008.03  
2012.06



*mediasprinkler (Stockholm, Sweden)*  
FOUNDER, CEO, PRODUCT OWNER/MANAGER  
"PLATFORM FOR FUTURE TV"

Merged into PeoplePolitics

Development of "Media Manager", a production, publishing and content management system for web-TV. The system offers functions for recording interviews, debates and other formats in which the presentation of viewers can be done in real time and published in the replay. The team consisted of 4-8 persons. The solution was built on Spring, Tomcat, MySQL, Flex, BlazeDS, Linux, and Wowza Media Server. The solution is hosted as SaaS through cloud-based Amazon Web Services (AWS).

Media tech

Telecom

Streaming

Production system

CMS

Publishing system



## STARTUPS

2005.05

ongoing

*Cavalli Consulting*

FOUNDER &amp; PRINCIPAL CONSULTANT

*DIGITAL TRANSFORMATION | AI | CLOUD | ERP | GLOBAL PROGRAM LEADERSHIP*

Cavalli Consulting delivers high-impact management and IT consulting with a focus on digital transformation, cloud, and large-scale program execution. Consulting is primarily delivered directly by Gustaf Cavalli as principal consultant, with selective engagement of experts from his entrepreneurial ventures to provide niche capabilities. Recognized for delivering complex, high-stakes transformations, Cavalli Consulting supports executives and organizations in bridging strategy and execution with clarity, speed, and precision.

Representative clients include: Volkswagen Financial Services, Vestas, H&M, Folksam, PostNord, and Vattenfall.

Cloud

AI

Digital Transformation

ERP

Global Programs

2004.05

ongoing

*Cavalli Productions*

PRODUCER, MUSICIAN

*"PRODUCTION COMPANY FOR MUSIC, TV-FORMATS AND VIDEO"*

Own production company for music, TV formats and videos. Gustaf has a background as a musician (guitar, bass, piano, drums, vocals) and has worked at the record company MNW. Gustaf has also founded the companies Media Session and media sprinklers, which offer technical platforms for presenting media. Gustaf has been working as a producer to produce music, TV-formats and videos. Nowadays Gustaf does this mostly only on his spare time.

Music

Video

Producer

TV

2001.09

2004.08

*Media Session*

FOUNDER, CEO, PRODUCT OWNER, TESTER

*"MOSES MEDIA PLATFORM"*

SOLD • 2004

Founder, CEO, Product Owner, and Tester for successful startup Media Session, which developed the Moses Media Platform. The platform enabled TV channels to manage and process SMS, MMS, voice, e-mail, WAP, web, and streaming video in one integrated system. Development followed Extreme Programming (XP) with strong emphasis on unit testing, code reviews, pair programming, and frequent releases.

Within the first year after launch, Media Session secured major TV networks including Eurosport, MTV, and SVT as clients. The platform was also deployed for high-profile live events such as the Summer Olympics and the FIFA World Cup, demonstrating its ability to deliver at global scale under peak demand. Gustaf sold his shares in the company in 2004.

Media technology

Telecom

TV

2001.01

2001.09

*Creative Capital*

CO-FOUNDER &amp; INVESTMENT MANAGER

LIQUIDATED • 2001

Co-founded a venture capital firm focused on pre-seed investments in IT, Media, and Telecom. Developed a structured five-point evaluation framework and executed three early-stage investments during the firm's operation.

Telecom

Media

IT

Venture Capital