



# Curriculum vitae for Björn Pettersson

*Curator, master's degree in arthistory, media educated, administrator, registrar and educator. Additional information: [www.bjornadam.com](http://www.bjornadam.com)*

## **Skills**

Introduction: I am used to being part of management teams, working strategically and operationally on exhibitions, projects and other public activities. I have extensive experience in communication, marketing, education, public art, budgeting and administration. In addition to my university degrees, I have taken courses in leadership, project management, public values and customer satisfaction.

Exhibitions and events: I have been responsible for about 30 temporary exhibitions and several events. I master all steps from planning, agreements with external partners, applying for grant funding, texts, coordination, logistics, budgeting, marketing, follow-ups and hands-on work. At Gällivare Kulturmuseum, I have written new texts for the permanent exhibitions in order to make the museum a more accessible and narrative whole. I'm also used to work with QR codes in exhibitions. Regarding events, I have been responsible for organizing confirmation camps for youths with up to 120 participants.

Communication and marketing: I can help to make your museum more visible. In 2019, I improved Gällivare Kulturmuseum's communication and marketing. The number of visitors increased by 27% and the store began to make a profit. A contributing experience is that I have been a web editor at a historical book club. I had responsibility for web sites and the web shop. The work consisted of target group adapted marketing. I also have experience of working with social media and graphic design.

Pedagogy: I have a lot of experience teaching children, young people and most other groups. I can explain different topics due to the knowledge level of the audience. Furthermore, I can create and develop educational programs. My experience includes professions such as museum educator, parish educator, university teacher and working with children suffering from neurological disorders.

Art registrar and collections: I have made an inventory of Gällivare municipality's art collection of 2300 works and of two smaller collections. The work included acquiring and implementing a new digital art register system, writing an art policy and arranging art storages. I have also participated in several artistic projects such as acquiring new public artworks and saving older ones from destruction.

Grants applications: I can help you apply for financial resources. Previously, I worked as an administrator at St. Clara Church in Stockholm. I was responsible for grants applications and the money received from my applications corresponded to about 20% of the annual budget. The Church carries out extensive work to help the homeless and other socially excluded people.

## **Work experience**

- Curator with responsibility for exhibitions, art, communication, marketing, education and projects, Gällivare Kulturmuseum, Sweden, March 2022 – ongoing
- Head of Exhibitions and Education, Västergötlands Museum, Sweden, February 2021 – February 22
- Curator, Gällivare Kulturmuseum, January 2019 - January 2021
- Administrator and Information Manager St. Clara church, Stockholm, 2016-2018
- Church Educator, Florø, Norway, 2012-2016
- Curator Assistant and Museum Teacher, The Observatory Museum, Stockholm, 2010-2012
- Museum Teacher, The Police Museum, Stockholm, 2011-2012
- Web Editor and Chief Assistant, Swedish Military History Library, Stockholm, 2006-2010
- Gallery Assistant, October Gallery, London, England, 2006

## **Education**

- Distance Courses; leadership, project management and service management 2021-22, see below
- Curator Course, Stockholm University, internship at National Museum of Kenya in Nairobi, 2017
- Master's Degree in Art History, Uppsala University, 2015, with distinction on exam thesis
- Master Course in Cinema Studies, Karlstad University, 2012, with distinction on exam thesis
- B. A. in Theoretical Philosophy, University of Skövde, 2011, with distinction on exam thesis
- Cognitive Neuroscience, University of Skövde, Bc-level, 2011, with distinction on exam thesis
- Media arts Programme, University of Skövde, Bc-level, 1997-2001, with distinction on exam thesis
- Education Studies, Blekinge Institute of Technology, 2004

## **Languages**

- Swedish, native    - English, full professional proficiency    - Norwegian, fluent understanding
- Danish, good understanding    - Spanish, beginner

## **Misc**

- Great knowledge of the Office package, web, graphic design, internet, social media and databases
- Driving license for car and snowmobile
- References, available upon request

## **Distance courses, 2016-2022**

### Leadership

- People Management Skills, CIPD - Chartered Institute of Personnel and Development, UK, 2022
- Inclusive Management and Leadership Skills, CIPD, UK, 2022
- Becoming a Successful Leader, Inclusive Leadership Training, Catalyst, USA, 2021
- Effective Fundraising and Leadership in Arts and Culture, Leeds University, UK, 2021
- Inspiring and Motivating Arts and Culture Teams, Michigan University, USA, 2021
- Essentials in Arts Fundraising, University of Leeds, UK, 2022
- Leading With Effective Communication, Inclusive Leadership Training, Catalyst, USA, 2021
- Leading and Managing People-Centred Change, Durham University, UK, 2022
- Introduction to Business Management, King's College London, UK, 2021

### Project Management

- Project Management: Beyond the Basics, The Open University, USA, 2022
- Fundamentals of Project Planning and Management, University of Virginia, 2022
- Foundations of Project Management, Coventry University, UK, 2021
- Project Management Principles, Practices and Systems, Anglia Ruskin University, UK, 2021
- Plan for Project Success: Project Planning and Management, Luleå tekniska universitet, 2022
- Introduction to Agile Project Management, FutureLearn, USA, 2022

### Service Management

- Principles of Service Management, Hanken University of Economics, Finland, 2022
- Customer Satisfaction in Tourist Companies, Luleå University of Technology, Sweden 2021
- Measure Customer Satisfaction in Tourism Industry, Luleå University of Technology, Sweden, 2022
- Understanding Data in the Tourism Industry, Edinburgh Napier University, UK, 2022
- An Introduction to Artificial Intelligence in the Tourism Industry, Luleå tekniska universitet, 2022
- Competitive Advantage, Deakin University, Australia, 2022

### Workplace Wellbeing

- Get Beyond Work-Life Balance, Inclusive Leadership Training, Catalyst, USA, 2021
- Workplace Wellbeing: Build Confidence and Manage Stress, Luleå University of Technology, 2021
- Workplace Wellbeing: Stress and Productivity, Manchester Metropolitan University, UK 2022

### Misc

- Journalist writing, Ljungskile Folkhögskola, Sweden, 2016
- Exhibition as Medium, Linköping University, Sweden, 2016
- Art Pedagogy, Linné University, Sweden, 2018
- Basic Spanish 1: Getting Started, Valencia University, Spain, 2020
- Spanish, Univerbs, Sweden, 2020
- The Museum as a Site and Source for Learning, The University of Glasgow, Uk, 2022
- Dinosaur Ecosystems, Hong Kong University, China, 2017