



CV for Björn Pettersson

Results-driven Museum Curator & Cultural Strategist

Transforming museums through exhibitions, audience engagement, and strategic development.

Core Competencies

Strategic development • Exhibitions • Organisational development • Public programming • Museum operations • Project leadership • Marketing and communications • Public art • Audience engagement • Cross-cultural collaboration • Quality assurance

Introduction

Curator and cultural strategist with a strong record in museum development, exhibition leadership, and audience growth. Combines curatorial practice with strategic planning, public art, and organisational development to deliver measurable cultural impact. Experienced in leading exhibition programmes, strengthening institutional capacity, and developing inclusive public engagement strategies.

Work experience

March 2022–present | Curator, Gällivare Kulturmuseum, Gällivare, Swedish Lapland

Led audience-focused organisational development across exhibitions, public art, communications, education, marketing, and project delivery.

Selected achievements:

- Strengthened the museum's role as a local hub for art and culture
- Led restructuring initiatives to enhance the museum's long-term operational capacity
- Oversaw 50+ temporary exhibitions and enhanced permanent exhibitions
- Developed and implemented marketing strategies that increased visitor numbers by 27%
- Expanded the annual Spring Exhibition from 22 to 59 artists

2021–2022, Head of Exhibitions and Education, Västergötlands Museum, Skara, Sweden
Responsible for exhibition production, museum education, and coordination

2019–2021, Curator, Gällivare Kulturmuseum, Lapland, Sweden

Coordinated exhibitions, public programming, and organisational development projects

2016–2018, Administrator and Information Manager, St. Clara Church, Stockholm, Sweden

2012–2016, Church Educator, Florø, Norway

2010–2012, Curator Assistant and Museum Teacher, The Observatory Museum, Stockholm, Sweden

2011–2012, Museum Teacher, The Police Museum, Stockholm, Sweden

2006–2010, Web Editor and Chief Assistant, Swedish Military History Library, Stockholm, Sweden

2006, Gallery Assistant, October Gallery, London, England

Education

2026–present, Art Consultant Training (public art, design processes and procurement),
Konstnärscentrum Norrbotten, Luleå

2016–present, Professional development in leadership, project management and service
management, various universities

2017, Curator Course, Stockholm University, internship at National Museum of Kenya in Nairobi

2015, Master's degree in Art History, Uppsala University

2012, Master's course in Cinema Studies, Karlstads University

2011, BA in Theoretical Philosophy, University of Skövde

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2011, Cognitive Neuroscience, B.Sc. level, University of Skövde
1997–2001, Media Arts Programme, University of Skövde

Digital skills

Adobe Creative Suite • CMS/Web publishing • Digital marketing • Database management • Social media • AI-powered productivity tools • Digital engagement

Board and Volunteer Positions

- Board Member, Local Chapter of the Moderate Conservative Party, Gällivare – Strategic planning and organisational development
- Secretary, Hedeberga Lodge – Board administration and governance support
- Chaplain, Odd Fellow Order – Responsible for values-based work and member support

Languages

Swedish, native | English, full professional proficiency | Norwegian, full professional proficiency

Additional Competencies

- Driver's license for car and snowmobile
- References, available upon request