



CV for Björn Pettersson

Results-driven curator and cultural strategist | Transforming museum operations, exhibitions, and public programming
www.bjornadam.com

Introduction

Impact-driven curator and cultural strategist with a strong record of boosting visitor numbers, elevating exhibition quality, and strengthening museum operations. Combining curatorial expertise with public art and project management, I deliver measurable results through strategic insight, creative development, and analytical rigor. Committed to creating inclusive, engaging cultural experiences that connect people, stories, and heritage across diverse audiences.

Core Competencies

Strategic development • Exhibitions • Museum operations • Public programming • Audience engagement • Project leadership • Public art • Cross-cultural collaboration • Marketing & communications • Organizational development

Work experience

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

Responsibilities: exhibitions, communication, marketing, education, public art and projects

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 sustainability and operations
- Oversaw 50+ temporary exhibitions and enhanced permanent exhibitions
- Developed and implemented marketing strategies increasing visitor numbers by 27% within one year (record year)
- Expanded the annual Spring Exhibition from 22 to 59 artists.

2021-2022, Head of Exhibitions and Education, Västergötlands Museum, Skara, Sweden

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

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

2012-2016, Church Educator, Flørø, 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

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, graduated with distinction

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

2011, BA in Theoretical Philosophy, University of Skövde

2011, Cognitive Neuroscience, B.Sc. level, University of Skövde

1997-2001, Media arts Programme, University of Skövde, Bachelor's level

Board and Volunteer Positions

- Board Member, Local Chapter of the Moderate Conservative Party, Gällivare – Strategic planning and organizational 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

- Advanced digital skills: Microsoft 365, web management, social media and databases
- Driving license for car and snowmobile
- References, available upon request