



JOHAN LIND

CEO & Commercial Leader | P&L Owner €100M+

Strategy, Growth & Transformation | Scaling Brands, Teams & Platforms

+46 (0)767 60 50 21 · johan.lind@gmail.com · linkedin.com/in/johanlind · Stockholm, Sweden

Summary

Commercial and general management leader with 20+ years driving growth and transformation across FMCG, OTC, and tech-enabled services. Former CMO and multi-country P&L owner (€100M+) with a proven track record turning around underperforming businesses and scaling startups from zero to significant revenue.

Co-founder & CEO of two companies in the sustainable energy/HVAC sector—building national operations, securing investment, and leading end-to-end business execution in regulated, trust-based markets.

Currently exploring senior general management and commercial leadership roles in growth- and transformation driven organizations.

Executive Highlights

- Scaled startup from idea → 35 MSEK in 2 years; built national operations with 4.5/5.0 customer rating
- Led fundraising (11 MSEK equity/debt) and partnered with PE firm on M&A roll-up strategy (70+ dialogues, 5 LOI:s)
- Former P&L owner of €100M+ businesses in Sweden & Finland (Perrigo); achieved #1 supplier ranking in the Swedish pharmacy sector
- Led turnaround of Perrigo Finland (engagement 42 → 94; growth from 0% to 20%+ sustained)

Skills

Executive Leadership · General Management · P&L Ownership · Commercial Strategy · Growth & Transformation · Go-to-Market Strategy · Pricing & Portfolio Strategy · Sales & Channel Leadership · Brand & Innovation Strategy · Scaling Teams & Operations · Fundraising · M&A · Tech-Enabled Business Models

Experience

Interim General Management & Commercial Leadership

01/2026 – present, Stockholm

Senior interim mandates supporting boards and executive teams in general management, commercial leadership and transformation of tech-enabled and service businesses.

Klimio AB

Stockholm

CEO & Co-founder

01/2022 – 12/2025

D2C HVAC sales, installation and energy optimization platform transforming manual industry through automation and AI.

- Scaled revenue from 0 → 35 MSEK within two years; full ownership of P&L and balance sheet
- Raised 11 MSEK in equity and debt from private and institutional investors; secured PE roll-up partnership
- Built high-performing 13-person team across tech, product, operations, sales and marketing
- Designed and scaled an integrated digital platform spanning sales, field operations, logistics and lifecycle automation
- Delivered 700+ installations across Sweden with a 4.5/5.0 customer rating

Celxius AB

Stockholm

CEO & Co-founder

09/2020 – 12/2021

- Built B2B SaaS/marketplace for clean energy; national OEM partnership; 45 installation customers onboarded
- Sold IP to Klimio as part of strategic pivot to D2C model

Foodmark AB

Stockholm

Chief Marketing Officer

02/2018 – 08/2020

- CMO and member of Executive Leadership Team for ~100 MEUR FMCG business
- Delivered growth platform including marketing, innovation, and selective M&A; improved brand penetration
- Elevated innovation pipeline and strengthened cross-functional commercial execution

Perrigo Company plc

Stockholm

Country Manager Sweden

03/2016 – 01/2018

- Led 110+ MEUR business; growth 3% → 7%; full P&L and organisational leadership responsibility
- Achieved #1 supplier ranking in Swedish pharmacy sector

Country Manager Finland

05/2014 – 04/2016

- Turned around 18-person organisation; engagement score 42 → 94 (Nordic record)
- Returned business to 20%+ sustained growth and improved market position

Nordic Head of Commercial Strategy & Implementation

06/2013 – 02/2015

- Designed and led new pan-Nordic commercial strategy function (11 people) for 270 MEUR retail business

Apoteket AB

Stockholm

Group Category Manager (Consultant)

08/2012 – 05/2013

- Led growth strategy for largest category cluster; improved mix, pricing, profitability and supplier terms

Johnson & Johnson Consumer Nordic AB

Stockholm

Nordic Group Marketing Manager / BU Head

09/2010 – 08/2012

- Led \$60M Nordic Consumer Healthcare BU; managed 9-person team and full P&L; returned declining categories to growth

Earlier Roles

Brand Manager roles at J&J, Kraft Foods & Cloetta Fazer, 2007–2010 | Management Consultant at LynxEye, 2005–2007 | Account Manager at ad agency Draft FCB / Fältman & Malmén, 2004–2005

Education

Stockholm School of Economics (SSE)

Stockholm

MSc, Business & Economics

08/2000 – 06/2005

Lund University

Lund

Economic History & Political Science courses

08/1999 – 06/2000