

Contact

www.linkedin.com/in/sjoblomjoakim
(LinkedIn)
www.swebal.com (Company)

Top Skills

CEOs
Strategic Partnerships
Contract Negotiation

Languages

Swedish
English

Certifications

Diplomerad Försvarslieferantör
utfärdad till Joakim Sjöblom

Joakim Sjöblom

Raising a new TNT manufacturing plant --> CEO@SWEBAL |
Serial Entrepreneur | ex. Founder@Minna Technologies (acq. by
Mastercard)
Stockholm, Stockholm County, Sweden

Summary

Senior leader and company builder dedicated to strengthening Europe's defensive capabilities.

Founder and CEO of @SWEBAL, raising a TNT manufacturing plant in Sweden to address critical supply chains within ammunition production.

10+ years as serial entrepreneur with real-life experience of building international organizations and products from Zero. Raised >\$30M in venture funding and employed hundreds of world class talent.

As Founder of Minna Technologies I established strategic partnerships and was spearheading new business development, including 7-digit software deals across the EU and the US. Our vision came to fruition with the acquisition by Mastercard, a testament to the dedication of transforming the subscription experience.

Experience

SWEBAL

CEO and Co-Founder

October 2024 - Present (1 year 6 months)

Sweden

Explosives for Defense and Security. Trinitrotoluene (TNT). Sourced and Produced in Sweden

Minna Technologies

8 years 5 months

Exit to Mastercard

October 2024 - October 2024 (1 month)

Stockholm, Stockholm County, Sweden

<https://www.mastercard.com/news/perspectives/2024/sign-us-up-transforming-the-subscription-experience/>

Co-Founder and Non-exec Board Observer
May 2024 - September 2024 (5 months)
Stockholm, Stockholm County, Sweden

Co-Founder and Chief Evangelist
January 2023 - May 2024 (1 year 5 months)
Stockholm, Stockholm County, Sweden

Chief Executive Officer
June 2016 - January 2023 (6 years 8 months)
Charlotte, North Carolina, United States

Proffice

Economist

July 2013 - August 2013 (2 months)

Accounts payable and general economics with posting/book keeping.

Dellner Couplers

Tactical purchaser

March 2012 - February 2013 (1 year)

International trading and purchasing. China, India, Poland & USA

Education

University of Skövde

Bachelor of Science - BS, Business Administration, Management and
Operations · (2013 - 2016)