

# Emil Jersling, MBA

Global Executive with 10+ years' experience in C-Level Leadership Positions

---

With 20 years of international experience launching new ventures and leading entrepreneurial teams, Emil has successfully launched Groupon Belgium and developed similar companies in 10 countries across Latin America, Asia, and Europe.

He has built companies in vibration energy harvesting, advanced laser systems, social media influencing, and hardware incubation in Shenzhen. He's passionate about using data analysis to solve complex problems and build learning organizations.

## Skills

---

- Team leadership
- Strategic initiatives
- Project management
- Communication
- Negotiation
- Business development
- Problem-solving
- Data analysis
- Process optimization

## Performance Benchmarks

---

- Grew revenue 4x, reduced cost 38% in 7 months as turnaround CEO, 42 FTE team
- Grew revenue 2x, reduced cost 10% in 7 months as COO, 40 FTE team
- Reduced costs by 40% in 2 weeks as interim CEO, led cash injection negotiations

## Professional History

---

**CONSULTING ASSIGNMENTS - Shenzhen, China** **2024 - Present**

**BUILDINK - AI Product Consultant.** Enhance AI platform user interaction through prompt engineering refinement, creating specialist agents, identifying no-code tools and APIs.

**NATIONAL UNIVERSITY OF SINGAPORE - Business Pitch Mentor.** Guide final year student groups to create, refine, and deliver effective VC pitches for their startup ideas.

**MERGENTHALER LASER - Shenzhen, China** **2023 - 2024**

**Chief Information Officer.** Led digital transformation initiatives and information system implementations to improve the company's operational performance.

- Created price book, pitch deck, and financial models to secure ¥10MM investment to fund engineering, manufacturing, marketing for the laser systems
- Improved recruitment implementing ATS and teaching interview techniques
- Built Excel model to improve R&D efficiency from thermal camera temperature readings

**SUSTECH - Shenzhen, China** **2018 - 2023**

**Entrepreneur in Residence.** Worked in the Quantum Information group to forge strategic relationships and commercial collaborations with external parties.

- Wrote investor pitches, contacted 5 companies and 50 academics, securing the first pilot project for suspension energy harvesting prototype for electric scooters
- Led successful ¥500k grant application for ISTCG Shenzhen for building a suspension energy harvesting system using innovative concepts
- Led suspension energy harvesting pilot project with Philippine electric vehicle partner

**BUILDING10 - Berlin, Germany****2015 - 2016**

**Venture Partner.** Evaluated investment opportunities in early-stage companies and worked closely with portfolio companies to provide hands-on support and guidance.

- Led UK expansion of German last-mile grocery delivery firm Fleet
- Led international expansion of car-sharing aggregator CarJump
- Built a financial model for car-sharing aggregator CarJump ahead of its sale

**REBATE NETWORKS - Europe/Asia/Latin America****2010 - 2013**

**CEO/COO.** Built e-commerce marketplaces for coupon companies.

- Reduced deal approval times by 80% through the implementation of Salesforce.com to drive motivation by giving each sales agent a daily revenue update, and ultimately improve team understanding of deal factor importance
- Hired 39 people in 2.5 months from 100s of CV reviews and interviews with the support of 2 HR assistants by streamlining screening and interview processes
- Improved team cohesion, motivation, and collaboration by facilitating company meetings with employees presenting their work and inviting peer feedback

**KAISER ASSOCIATES - London, UK****2005 - 2008**

**Managing Consultant.** Led teams in conducting in-depth market research analyses translating complex data and insights into actionable recommendations.

- Advised UK client on strategic acquisition of German printing company
- Led team of 4 on a NASDAQ100 project identifying European market opportunities
- Recommended partnership initiatives for Global FMCG leaders in the German market

**Other Positions**


---

CEO, BEANEPIC, Shenzhen, China	2021 - 2022
CEO, JERSLING VENTURES, Berlin	2016 - 2018
CEO, USTAMP, Malmo, Sweden	2014 - 2015
Commercial Director, VIZERO, London, UK	2003 - 2005

**Awards & Achievements**

- 
- |  |          |
|--|----------|
| • 2008 Dr. Marcus Wallenberg Scholarship Award                     | 450k SEK |
| • 2005 Placed 2nd in Imperial College Entrepreneurship Competition | 5k GBP   |
| • 2002 Shell Environmental Fellowship Award Keny Expedition        | 3-weeks  |

**Education**


---

MBA - INSEAD, Singapore / Fontainebleau, France	2008 - 2009
Master Mechanical Engineering - Imperial College London, UK	1999 - 2003

**Languages, Interests & Programming**


---

Summer-Pro Football Sweden	1994
----------------------------	------

**Languages:** Fluent Swedish, English, German, Spanish; Intermediate: Chinese

**Interests:** Stand-up comedy, Salsa, Improv, Sport, Poker.

**Programming:** Intermediate: Python, SQL, Git, Tableau.