



PRESENTATION

Born in Sweden August 12th 1974, parents from Finland. I moved to **Spain** after high-school and fell in love with the country. I returned to Sweden to complete my higher education, but moved back in 2003. I've lived here now for 18 years, so I have Finnish blood, Swedish passport, but my heart belongs to Spain! My dream became true when founding **Trail 2 Heaven – Pirineos Series** (trail races & trail training camps) 2013 and later **Tribu Trail** (trail running school) in 2015. I work in IT for a Swiss pharmaceutical company and I live between the Pyrenees and Madrid. I enjoy trail running participating in races.

Education

Degree of Master of Science in Computer and Systems Sciences, Stockholm University.

Current Job Position

Global IT Process Governance - Global Senior Process Intelligence, 2006 – Present (Hoffman-La Roche).

Languages



Nationality: Swedish & Finnish (Spanish residency).

EXPERIENCE

Race Manager & Cofounder



Worldwide Sport Event experience

UEFA Champions League, 2010 Madrid. Final Inter Milan - Bayern Munich. Ensuring media working area functionality, services & press conferences for 500 journalists.

MOTIVATION

I was in the Spanish Pyrenees for the first time in 1995 and saw their potential and the huge lack of awareness that exists in the rest of the World about them. Spain is the 2nd country in Europe with most mountains after Switzerland. I wanted to share the Spanish mountains with others since then and founded Trail 2 Heaven with 3 grounded pillars:

- **Trail running races** in Benasque valley with the intention to have a majority of disciplines with medium & long distances, Vertical Km and Snow trail running, which at the start was the 1st in the Spanish Pyrenees
- **Training Camps** for national & international runners of all levels. The objective is to educate in all trail running aspects not just limiting it to training sessions
- Tribu Trail, a **trail running school** in Madrid for all levels with guidance, education, planning and training

If I get elected as member of the steering committee I'll use the same motivation & inspiration as when I founded Trail 2 Heaven spreading knowledge about trail running and following our motto, linking people by mountains. The objective is to normalize & simplify the sport with focus on beginners & women to enable them to get started, without forgetting to educate about safety and respect for the nature.