

Curriculum Vitae

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Introduction

With a background from Axis Communications, Teleca and both consulting and product operations via my own company Abiro, I have long and concrete experience of the whole process from idea creation to product sales.

My professional interest is in product management, team management and requirement specification, although I have worked with (and still work with) concrete development of mainly software-based products.

I have been business and product manager, project manager, team leader and developer at Axis Communications. At AU-System / Teleca / Obigo I worked as a consultant and management of internal offering ideas and was later also product manager for products related to user interfaces and OEM integrations. At both companies, I had overall responsibility for product coordination.

I have also been active in several startups over the years, including Mobile Labs Sweden AB (CEO, marketing, sales), MM3 AB (project management, development, chairman) and Trivendia Sweden (project management), that gave me insight into board work, finance, marketing, and sales.

Within my own company, I often developed products from start to finish, from initial idea to requirements, development, partners, management, marketing, and sales, in some cases with external help, which has given me additional experience of all steps in the process. My role as a consultant is primarily based on Abiro. The main product offering from Abiro was CliqTags, a CMS for mobile sites.

I also have a strong interest in current research on new phenomena related to computers and human-machine communication, not the least Internet of Things, Artificial Intelligence / Machine Learning, User Interfaces and User Experience in general but also specifically Speech and Gesture-based communication, user-supporting product-embedded technologies etc.

My focus has been on mobile and Internet technologies, where projects often involved a combination of both, but I also have experience in software for embedded systems and PCs and an understanding of electronics and mechanics.

My strongest qualities are probably creativity, independence, conceptualization, information extraction and conclusion, analysis, problem solving, team management, planning, and decision making. I am not a pure administrator, but rather want to be hands-on involved in the things that are being done, although it may primarily be to inform me to make decisions.

History

In 1984 I took a job at **Axis Communications AB** (initially Firmware AB) where I worked until 1999 in a variety of roles, including software / electronics / mechanics engineer mainly for the IBM-compatible products Axis initially offered, project manager, product planner, business and requirements manager for Network Document Server, group strategist and program manager for the whole product suite, and at the end Chief Technology Officer in the management team, and was always active in the concept and prototype stages, including initiator of several degree projects. I was named Axis' most important employee in 1990 and nominated for an innovation award in connection with Guldnatten 1998 for Network Document Server. I hold one patent.

At the end of 1999, I started the company **Abiro**, which was initially focused on analyzing startups for investors and IPR issues on a consulting basis.

In 2000, I took a job at **AU-System AB** as a system designer, where I, among other things, developed an alternative design for **Anoto's** pen system on behalf of **Ericsson AB**. I quickly switched to a more sales-oriented role in connection with **Teleca's** acquisition of AU-System, until I finally ended up in **Obigo** (wholly owned by Teleca) as product manager for products related to user interfaces, and eventually also had a more overall role as strategist and product planner.

When I saw a potential for sales of applications and other digital products for mobile phones, I left **Obigo** in 2005 to focus entirely on my own company **Abiro**. Initially, I developed several useful applications for Java phones, not the least aids for the disabled or elderly, but eventually I realized that I was too early (this was before the iPhone and Android). I also sold ringtones etc. and defined a total concept for mobile workers called **Mobilizer**, which is still commercially relevant and realized by other companies. My roles included management, consulting, web design, software development, documentation, etc. I also specified and managed development that was outsourced to consulting companies.

In the autumn of 2006, I and the founders of **Netville AB** started the company **Mobile Labs Sweden AB** with focus on language / text solutions for mobile phones. In early 2007, I was appointed CEO of the company, and was continuously the most active of the founders, working with marketing, sales, web mastering, documentation, and product management. We got a deal with **Sony Ericsson** very early (even before the company was registered) where we delivered support for 6 Indian languages to their featurephones.

Within the framework of **Abiro's** consulting business, I developed the application **PipeCalc** for **Rörkraft AB** in 2007, which performs calculations on pipes of various types. The project was sporadically ongoing for 5 years, as requirements for new calculations based on industry forum work were added. The application was initially used internally within Rörkraft. PipeCalc was launched commercially in 2009, with additions for English, license key management, etc.

In the autumn of 2007, I and some former business colleagues from **Ericsson** and **Obigo** founded the company **MM3 Mobile Channel AB** (later MM3 AB) that focused on mobile marketing, primarily via messaging. I was initially chairman of the board and operationally a software developer. Most of my time was spent developing and project managing the **MEXc** platform, that was a cloud service for mobile marketing, with a variety of service features for contests, polls, photo archives, etc., which was unique then, and still is in some respects. I

tried to pull the company in the direction of bulk SMS and mobile ads, both massive business areas today, but couldn't convince the other founders. At the beginning of 2009, I left all operational and board-related work.

During the end of 2008 and the first half of 2009, I handled the business with **Nokia** in connection with an extensive project within **Mobile Labs Sweden AB**, where the customer wanted an effective language solution for Indic and Chinese scripts using outline fonts, in competition with three other established suppliers. Unfortunately, we did not get the deal in the end, which was a major defeat for the company, after extensive work and investment. At the end of 2009, I left the role of CEO of Mobile Labs Sweden AB, in a continued role as chairman, and left the company completely in 2013.

In 2008, I did a few IPR-related assignments via Abiro for **Exensor AB** (possible patent infringement by a third party), **Axis Communications AB** (possible patent infringement by the company) and **Teknoseed AB** (idea qualification of what later became **Mitronics**) etc.

During the second half of 2008, I acted as product manager for **Anoto** for their pen products on a consulting basis. That job included planning the production of pen products, collaborating with the team to handle two major players in whiteboards and flipboards to produce whiteboard pens for surfaces with Anoto patterns, specifying a system for testing certain types of pens, etc. During this time, I worked closely with both development and production.

During mainly the first half of 2009, I helped **Netville AB** (a small consulting company developing primarily embedded software for mobile phones) with marketing and sales towards new types of customers, and developed packaging of consulting offers for iPhone, Android, and .NET.

In 2009, within the framework of Abiro, I launched two self-specified and self-developed services:

- **Twitizer:** Allowed you to send multimedia content and long texts to Twitter from mobile phones and PCs. This was a combination of features other services at the time only provided one or a few of, which also included Twitter itself.
- **Mobile Life:** Provided several simple but useful SMS services.

At the end of 2009, I worked with microcontrollers (that are widely used in the machine control industry and in most consumer products) mainly for educational purposes. E.g., I developed numerous prototypes based on Arduino and Netduino, where I evaluated a variety of sensors and controls, not the least different solutions for MIDI for controlling musical instruments.

During the second half of 2009, I worked mainly as a project manager, requirements coordinator and technology partner manager for **Trivendia Sweden AB** in the development of **Motimate**, a technically complex service for training, health, motivation, diet, etc., based on Drupal, with several sub-solutions from technology partners for payment, SMS, video streaming, etc. Motimate was launched commercially in February 2010. At the end of 2011, the company went bankrupt, as market interest was too weak.

In 2011 I was mostly in hiatus, but at the same time supported **Trivendia Sweden AB**, **Mobile Labs Sweden AB** and **Netville AB** with project management and production of

marketing materials. I also continued work with my own applications and various smaller consulting jobs.

During February / March 2012, via Abiro I specified and developed CliqTags, a cloud service / CMS for easy publishing of mobile sites that are accessed via QR codes, NFC tags, SMS, etc. Everything needed is included in the same system for easy access. Customers can pay and register for access to a variety of services. The service underwent a series of iterations to better suit actual customer requirements. After each step, the service has been stable. The system is now considered to be easy to use, but at the same time general and flexible. The service is seemingly still unique through its holistic view of mobile content and access to that content.

In 2012, I did an assignment for **Ericsson AB** which involved adding support for a new barcode type (PDF417 Compact) in an Android application intended for cataloging installed products.

In 2012 and 2013, within the framework of **Abiro**, I developed several Android applications that were offered via Google Play, and some still are.

In 2013 and 2014, I did assignments for **HemoCue AB** where I specified, designed, and developed an application for Android tablets that collected and conveyed measurement data from HemoCue's products, including transferred data in the established HL7 format to a journal system.

In 2014 to 2016, together with **MM3 AB**, I developed a solution for interaction at conferences and meetings where, among other things, participants could vote in real time via mobile phones and directly see the result via projector. Technically, it was a combination of MM3's MEXc platform (that I further developed) and CliqTags.

During 2014 to 2016 in rounds, I developed a mobile solution (mobile applications and services) for **Instance Advice AB** and **Beconfident Skincare AB** providing advice to users of acne and teeth whitening products, to encourage them to carry out their treatment. In a second round, I supported the CEO with requirements specification and project management within a new project, with an external sub-contractor and for a new customer.

In 2015, a solution was developed for **Polygon Sverige AB** using CliqTags, which gave Polygon's customers the opportunity to report errors and order actions via mobile phones. In addition to existing functionality in CliqTags, applications for iOS and Android were also created. More than 6000 orders were posted.

Between 2016 and 2018, an adaptation of CliqTags was developed for use with beacons and geofences, purchased by **AyTV's** in Mexico, for marketing and information related to commuting (inside buses and at bus stops).

During 2019 Abiro started partnering with **Sensative AB** for IoT solutions, where **Abiro** on its own developed IoT-related web applications on top of Sensative's IoT platform **Yggio**, focused on visualization and analysis. During that time Abiro also worked with Microsoft Power BI, Google Data Studio and several weather and energy data platforms. During 2020 **Vinnova** financed work on Machine Learning for energy efficiency and forecasts.

From 2020 to now I've worked with the strategic planning and hands-on work for a couple of e-health related endeavors within the same group of people, including:

- **Innolife Science Sweden AB:** providing analysis of medtech startups for investors and larger corporations, where I hands-on worked with related commercial sites
- **InnoVacc AB:** A facility for Covid-19 testing, where I hands-on worked with the commercial site as well as acted PC helper etc.

Abiro AB was shut down during 2022 due to personal reasons, and I transferred to a freelancing setup via Frilans Finans, still being able to offer consulting work as well as service subscriptions.

I'm currently learning Artificial Intelligence/ Machine Learning and 3D CAD, for my own needs as well as for possible assignments.

Education

<i>Type</i>	<i>Year</i>	<i>Information</i>
College level, electrical engineer	1978 – 1981	Electrotechnical specialization within 4 years technical education at Ystad's Gymnasium/College
MBA	2000 – 2001	EFL's Executive MBA at Crafoord Lund

After completing my military training as a signal mechanic and telegraphy operator, I began university education at Lund Technical University for Computer Engineering. This was not completed when I got employed at Axis Communications.

Competencies

<i>Category</i>	<i>Competence</i>
Administration	<ul style="list-style-type: none"> • Board and management roles • Strategic planning • Technical planning • Product management • Project management (smaller projects) • Partnerships • Contract analysis
Development	<ul style="list-style-type: none"> • Mobile applications • Web applications • PC applications • Embedded applications • Programming languages (mainly): PHP, JavaScript, .NET (mostly Visual Basic), Java, C, Python • Basic electronics and mechanics • Integration of LLMs, mostly via OpenAI API and Langchain • 3D CAD, mostly via Autodesk Fusion and TinkerCAD
Technologies	<ul style="list-style-type: none"> • Mobile service communication like data, messaging, etc. • Network communication in general • Embedded systems • Microcontroller / System-on-a-Chip solutions • Internet of Things • Machine Learning • Barcode symbologies
Tools	<ul style="list-style-type: none"> • Office: Microsoft 365, primarily Word, Excel, PowerPoint • Editors: NetBeans, Microsoft Visual Studio, Microsoft Visual Code, Jupyter Notebook • Image editing: Gimp, Adobe Lightroom, Adobe Photoshop • Cloud storage: Box, Dropbox, Google Drive, Adobe Creative Cloud • Cloud hosting: DigitalOcean, Cloudways
Miscellaneous	<ul style="list-style-type: none"> • Requirement specification, at a conceptual level as well as detailed technical level, both for new development and improvement of existing solutions • Technical documentation: technical manuals, user manuals, API documentation • Business analysis: mainly trend, technology, and competitor analyses • Idea / concept presentation: before planning, patents, etc. • Production of business plans, company presentations, marketing documents, etc. • Functional design focusing on how the solution should work, rather than aesthetic design

Voluntary work

I have on several occasions been on the board of the tenant-owner association Solfjädern 1 ("Sun Fan 1") in Lund. Dedicated work has included broadband, TV, IT and fire protection for the community association as a whole, including overall responsibility, agreement negotiations and hands-on work. I have now left all such responsibilities.

Until 2006 I was a board member and information manager in Lund's department for Aktiespararna ("Stock Savers"). As such, I handled information mailing and the department's web sites that were aimed at the association's members. I also participated in the administration of member meetings and the Nomination Committee, where I made a guideline for the nomination process.

I acted IT responsible and educator at a local astronomy association from 2020 until now, helping with modernizing the association's under-maintained sites and providing education on telescopes and astronomical photography as well as tutoring on stargazing events.

In collaboration with Sensative, but on voluntary terms, I helped set up an IoT course for "gymnasier"/colleges in Lund during 2021.

Miscellaneous

I am 61 (at 2024) years old, single, and live in Lund in the southern part of Sweden, very close to Malmö and Copenhagen.

During my work as a business manager at Axis Communications, I traveled a lot in the US and Europe, to meet customers and distributors, visit and manage trade fairs, give speeches, etc. Within Obigo there were also many trips to customers, partners, conferences, and exhibits in mainly Asia and the US. Lately, however, I have greatly reduced traveling as it wears on my health, and I prefer to work locally and at home with travels at commuting distance.

I speak and write English fluently and read literature and write documents mainly in English.

According to Myers-Briggs, my personality type is INTP (focus on thought and intuition; facilitator).

I'm a big fan of complex music (new and old) and try to play myself without much success. I also dabble with reading, hiking, photography, electronics, software, CAD, 3D printing etc for my own amusement.

Reference information

For an overview see:

- <http://abiro.com/references/>
- <http://abiro.com/properties/>
- <http://abiro.com/offerings/>

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