



# Arben Sali

SV +46702999944 / US +19728899164

Stockholm, Sweden / Meta-Verse

Father - Entrepreneur - Consultant

[arben@esali.com](mailto:arben@esali.com)

[linkedin.com/in/arbensali/](https://linkedin.com/in/arbensali/)

[arbensali.com](http://arbensali.com)

## SUMMARY

- Passionate about using technology and innovation to create positive change.
- Experienced in technology, marketing, and digital adoption.
- Skilled in leadership, communication, and problem-solving.
- Founder of Esali, Co-owner of Artha and Siavis, and Mentor at Plank Digital.

## OTHER

### Education

University of North Texas

- 1992 - 1996
- Dropped out during the last semester of acquiring my BA for Humanities/Humanistic Studies (Philosophy, Psychology, Anthropology, Sociology, Speech communications, Rhetoric, Theater)

### Volunteer

- Providing expertise in digitalization and business development to a non-profit organization that supports people with eating disorders, to improve their resource utilization and processes.

## EXPERIENCE

### **Artha AB - Co-Owner (Sep 2022 - present) - <http://www.artha.se/>**

- Redefining company boundaries, providing strategic leadership, and managing a team of experts.
- Establishing an excellent reputation for customer service and consulting services.
- Overseeing new business initiatives, managing budgets, and leading sales and marketing efforts.

### **Siavis AB - Co-Owner (Aug 2022 - present) - <http://www.siavis.se/>**

- Providing direction to day-to-day operations and implementing strategies to increase sales and marketing efforts.
- Managing budgets and financial performance to ensure profitability.
- Developing and executing strategic plans to achieve long-term business goals.

### **Plank Digital - Mentor (May 2020 - present) - <http://www.plankdigital.com/>**

- Providing leadership and guidance in meta-verse and digital creations to ensure quality and client satisfaction.
- Contributing to the growth and success of the company by providing immersive digital creations.
- Partnering with Microsoft as a Marketplace Content creator for Minecraft to expand the company's reach.

### **NoldAst Forstbetrieb - Biz Dev Consultant (Jan 2020 - present)**

- Specializing in Digitalization and Business Development to provide solutions that improve business processes and increase revenue.
- Utilizing skills and technologies such as business development, digitalization, and sustainability practices to provide clients with valuable insights and recommendations.

### **Esali AB - Founder (Mar 2012 - present) - <http://www.esali.com/>**

- Providing leadership and delivering comprehensive digital solutions and agency services to clients.
- Increasing revenue through new business development strategies, such as strategic partnerships and digital marketing campaigns.

## Languages

- English - Native
- Swedish - Fluent

## PRE 2019

### Gravity4, Inc. - Strategic Sales Specialist (Nov 2016 - Nov 2018)

- Conceptualized the value of Gravity4's MAS and developed a worldwide sales strategy to increase brand awareness and revenue.
- Conducted product demos and promotions to drive sales and revenue growth.
- Built and maintained strong relationships with clients and partners to ensure continued business success.

### Fujitsu Sweden - Technical Solutions Owner (Apr 2017 - Oct 2017)

- Coordinated with customers and vendors to improve service delivery and ensure customer satisfaction.
- Streamlined service processes by prioritizing stakeholder relationships and identifying areas for improvement.

- Collaborating with reputable companies to provide the best value to clients and ensure quality service delivery.

### Online Voices - Voice-Over Artist (Aug 2018 - present)

- Specializing in voice acting, singing, impersonations, dialects, characters, and voice-over work to provide high-quality voice-over services to clients.
- Maintaining strong relationships with clients and providing excellent customer service.

### BlueRedGold - Co-Owner (Oct 2021 - present)

- Redefining business relations and growth of a Robotic/AI-driven indoor vertical saffron farming business in Sweden.
- Developing and executing business strategies to increase profitability and market share.
- Identifying and exploring new business opportunities to drive growth.

### Adcredo - Dir. Biz Dev (Mar 2021 - Oct 2021) - <http://www.adcredo.io/>

- Drove revenue growth and established new partnerships for the company.
- Utilized an extensive network in various industries to identify new business opportunities and develop strategic partnerships.
- Created and implemented effective business development strategies to achieve company goals.

### YOUNITED BOUTIQUES - Biz Dev Specialist (Apr 2020 - Jun 2020)

- Created investment-related communications for stakeholders to support decision-making processes.
- Aligned communication with overall goals to increase ROI and profitability.

### Automations Nordics AB - CEO (Aug 2019 - May 2020)

- Actively engaged in the day-to-day operations and led all company functions to ensure efficient and effective operations.
- Developed smart automated strategies and solutions to improve service delivery and increase profitability.

### Teamtailor - Technical Sales Specialist (Feb 2019 - May 2019)

- Created IT Enterprise compliance documentation towards industry standards to ensure regulatory compliance.
- Developed and executed sales strategies to increase revenue and profitability.