

# MICHAEL L. H. HARALDSSON

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Swedish/American citizen

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A motivated and experienced international Marine sales and business development manager with a proven track record and in depth knowledge of Tank Gauging, Installation Service and BWTS, including training of DNV, Jad Mouawad and Argo Navis. Possess extensive professional network of shipyards and owners in Europe, USA, Middle East and Asia.

- Innovative strategies consistently result in increased sales and revenue with products set as standard on new vessels.
- Skilled in marine talent recruitment and development, and line managing dedicated international agents around the world.
- Initiated proposal to IMO to change SOLAS regulation regarding Water Ingress Alarm and increased the sales at JOWA USA by 100%, from USD 5 to 10 million annually.

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## AREAS OF EXPERTISE

- Sales and Marketing
- Talent Recruitment
- Multi-Lingual
- Solution Development
- Regulations Compliance
- International Sales Channels
- Integration Hard and Software
- Finance and Budgeting
- Strategic Planning

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## PROFESSIONAL EXPERIENCE

### **GIKON, LONDON MARCH 2018 – PRESENT** **PARTNER**

- Sales and Marketing of Fire Fighters Safety devices, Total Energy solutions for residential and commercial buildings and Emergency Management Systems

### **HARRIS PYE, LONDON JULY 2017 – MARCH 2018** **BUSINESS DEVELOPMENT MANAGER**

- Globally promoted Harris Pye as a Marine Engineering company with a primary focus on Engineering and Installation of Ballast Water Treatment Systems and Scrubbers
- Trained HP's Regional Sales Managers of how to sell above services

### **DE NORA WATER TECHNOLOGIES, LONDON, UK, AUGUST 2014 – MARCH 2017** **REGIONAL SALES DIRECTOR EUROPE, AFRICA, MIDDLE EAST PROMOTING BALPURE SYSTEM**

- Provided Balpure sales team with Marine Industry education, utilizing knowledge and contacts, made connections and developed strategies for long-term business development to meet DNWT strategic growth goals of 50% over the next three years.
- Won contract for BP's Newbuildings in Korea and managed to become preferred maker to Nakilat, MOL, GasLog and Pronav to mention a few.

### **JOWA USA, (FORMERLY KNOWN AS CONSILIUM MARINE US) LITTLETON, MA, 2004-2014**

#### **MARINE SALES MANAGER PROMOTING METRITAPE PRODUCTS INCLUDING THE CONNECTION OF LEVEL GAUGING AND BALLAST WATER SYSTEMS AND JOWA PRODUCTS**

- Developed a regulations compliance solution that saved 50% of overall cost of compliance with the new regulations, allowing the company to remain competitive with overseas manufacturers.
- Innovated a cost-saving measure that led to production rather than purchase of an essential product, saving 70% in up-front costs and resulting in an increase in yearly profit of \$250,000.
- Promoted JOWA USA around the world and built the Japanese market to become the most important market in the organization.
- Involved with the projects until Sea Trial.

**CONSILIUM MARINE US, LITTLETON, MA, 2000-2004**

**AREA SALES MANAGER**

- Recruited reviewed and managed international agents in the UK, Continental Europe and Asia.
- Managed orders totaling up to \$5 million each.
- Maintained an average profit margin of about 65% by selling on technical strength rather than price.

**CONSILIUM MARINE, GOTHENBURG, SWEDEN, 1998-2000**

**AREA SALES MANAGER**

- Maintained a big-picture approach that led to sales success and cost savings.
- Produced extensive product quotes customized for client needs and job specifications.

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**EDUCATION & TRAINING**

**ELECTRIC AND TELECOMMUNICATIONS ENGINEER**, Teknium-Vaxjo, Sweden

**AFFILIATIONS**

**SACC-USA SWEDISH AMERICAN CHAMBERS OF COMMERCE OF THE USA, INC.** 2001-PRESENT

**PUBLICATIONS**

**MARINE BALLAST WATER TREATMENT**, PUBLICATION IN:

SAFETY AT SEA, RINA; TANKER SHIPPING & TRADE AND BIMCO