"THE PEOPLE HERE AND THE PRODUCTS WE PRODUCE ARE A UNIQUE ADRENALINE RUSH THAT IS ADDICTIVEDICTIVE."

KRISTINA RAMSTRÖM, MANAGER, CLIENT PRODUCTIONS, NORDICS

KRISTINA RAMSTRÖM'S DAYS ARE A MIXTURE OF ADRENALINE RUSHES. SHE DIVIDES HER TIME BETWEEN COACHING STAFF, CLIENT RELATIONSHIPS AND CREATIVE CHALLENGES.

During the course of a day, Kristina Ramström moves among people questions, money matters and deadline pressures. That variety, with a big dose of creativity sprinkled in, is what inspires her at work.

WHAT DOES A TYPICAL DAY AT WORK LOOK LIKE FOR YOU?
– It depends on where we are in the production cycles. We produce about 30 career guides on the Nordic markets during a year, so every few weeks; there is intense production pressure with any number of titles going to press at the same time. Guiding clients through the production of their articles is a big part of my job, together with budget planning. So is coaching eight project managers and art directors in their work and in their careers.

WHAT DO YOU LIKE MOST WITH YOUR JOB?
– The excitement and the creativity. I get energised by being in the middle of all the action. There are texts being written, photos taken, creative concepts happening, and client issues to sort out. All at the same time. Our production process gives a unique rush that is addictive.

WHAT'S IT LIKE TO BE A MANAGER IN THIS ENVIRONMENT?
– The success and quality of our media products depends on the success and inspiration of our teams. It is my job to help them succeed. I see it as a great privilege to be able to coach our teams in both their production success and their career success at Universum. It is rewarding to watch people flourish.

EDUCATION: SWEDISH MASTER'S DEGREE IN BUSINESS MARKETING, GRADUATED 2001.
FIRST JOB AFTER GRADUATION: ADMINISTRATOR AT A UNION FOR RETIRED PEOPLE.
DREAMS FOR THE FUTURE: A DOG, AN ORGANISED LUNCH BOX ROUTINE AND THAT THE GYM STOPS CALLING ME TO ASK WHY I'M NOT THERE.

WHAT LED YOU TO YOUR CURRENT POSITION AT UNIVERSUM?
– Although I have always liked writing, I never saw it as a career. A temporary job as project manager at Universum changed that. I fell for the atmosphere here and the large amount of responsibility. I was able to lead production of a guide from concept development to print and publication. That inspired me, so I decided to try a career in media – a decision I have never regretted.

WHAT DO YOU LIKE ABOUT THE CULTURE AT UNIVERSUM?
– It's a very positive and energetic, with some craziness strewn in. Fun people mean fun things happen. But at the same time, everybody here is ambitious and professional. Everybody strives to deliver at their best at all times.

FINALLY, TELL US SOMETHING PEOPLE DON'T KNOW ABOUT UNIVERSUM!
– That the Communications Solutions department is where employer branding happens! It's in our guides and online products that the employers execute and communicate their employer brand to their target groups. And that Universum is a global company. We operate in 28 countries, and produce more than 2,000 employer profiles annually, in at least seven languages!

UNIVERSUM is The Global Employer Branding Leader. We drive the industry forward having focused exclusively on Employer Branding (EB) for over 20 years. We are a trusted partner to over 1,200 clients including many Fortune 500 companies and 1,500 universities worldwide. We help employers to understand, attract and retain top talent by using our experience, knowledge and services in research, strategic consulting and communication solutions.

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