

Rolf Kr. Backsæther

Born: 03.05.1962
Status: Singel, 2 children born 1995/1998
Adress: Kirkeveien 49A, 0368 Oslo Norway
Mobil: +47 90791728
E-Mail: rolf@backout.no
Skype: rolf.backsather



Current position

Owner of BACKOUT AS

Areas of expertise

Experience from independent activities in the sports and hardware industry.
Sales / marketing, Product development, Design, Journalism, Project management, Contract negotiation, Media, PR, Communication, Web and e-learning.
25 years of experience in international business, product-development and contract negotiations with Europe and Asia.

Personal qualities

Independent, result-oriented, respect for other's time, creative, precise, curious, educational, team-worker, works well with and is respectful with other cultures and I'm social.

Work experience

Date	Company/Work position	Responsibilities / results
08-12.2020	CCO Brandassist AS	Web master/developing, marketing etc
2004 - 2020	BACKOUT / Owner	Projecting Northug.com/Brandmachine.eu/Mytex.no (2020) Responsible for Cycleurope Norge AS/DBS Design (2007-2019) Responsible for Cycleurope Norge AS/DBS Product development (2015-2019) Responsible for Fjallrävens pr-work (2011-2018) Freelance journalist for Norwegian Sport Business magazine SPORT (2004-2017) Responsible for Rottfellas pr-work (2017-2018) Responsible for Future/Bliz pr-work (2015-2017) Responsible for Diadora/Wenaas AS pr-work (2012-2016) Responsible for Cycleurope Norge AS/DBS.no web-site (2013-2015) Responsible for Cycleurope Norge AS/DBS Consumer and In-sales cataloges (2006-2015) Responsible for Cycleurope Norge AS/DBS pr/marketing work (2005-2015) Responsible for Haglöfs pr-work (2014-2015) Responsible for Snowbiz pr-work (2011-2013) Responsible and editor for Gresvig ASA 2 internal magazines (2004-2011) Responsible for all Gresvig ASA product-texts for Intersport and G-Sport Chain-stores (2004-2011) Responsible for Gresvig ASA - G-Sport and Intersports Websites (2004-2007)

04/2001 – 03/2004	Gresvig ASA 1.Information Consultant 2.Project Manager 2 sports-chains (Intersport and G-Sport), goods handling and sports retailing	1. Establishment of the company's information strategy, internal communication, media contact, the Group's 3 websites, responsible for 2 internal magazines (editor), responsible for IR / Investor info and the Group's e-learning project. - <i>implemented information strategy in the group</i> - <i>3 web-sites on new platform / new design</i> - <i>e-learning - aimed at employees in Intersport and G-Sport stores, a unique breakthrough work with increased competitive advantage as a result</i> 2. Responsible for the Group's focus on, and development of their e-commerce concept. - <i>Online shop designed and ready for opening in 6 months</i>
04/2000 – 04/2001	E-Line Group ASA Project manager IT company with focus on e-commerce	Project manager for parts of the e-commerce venture HomeBox. - <i>entrepreneurial activity with a positive result</i>
04/1995 – 03/2000	Hard Rocx AS Sales Representative / Marketing Manager Design, manufacture, sale and marketing of bicycles	Responsible for marketing and selling bicycles to sports-stores. - <i>from 3–22 million NOK in 5 years (3 people)</i>
1994 -1995	BackOut Owner	Journalistic work, project management, development and marketing assignments. - <i>brand-and design development of bicycles and promotional materials for Kevita Taiwan</i>
1993 - 1994	Hard Rocx AS Freelance salesperson	Selling bicycles to sports-stores.
1992 - 2006	Mediaction AS Freelance journalist and editorial staff Media Agency; publisher of magazines and newspapers	Supplier of articles / photos - on the occasion also the editor of the Ultrasport magazine – special editions
01/1982 – 03/1995	Kr. Backsæther AS Owner/General Manager	Operation of sports and hardware stores.

Education

1984	Oslo K. Handelsskole	Specialized course in trade and marketing
1983	Infanteriets øvingsavdeling	Officer training USK
1981	Bredtvet Gymnasium	Exam artium

Computer skills

All Office programs, Adobe Photoshop, Adobe Ai. Good understanding of image processing for print and web, knowledge of HTML and broad experience from web publishing systems, WTT e-learning program, ViewletBuilder. Otherwise, good ability to quickly familiarize me with the use of software. In addition, I have courses in Web Education.

Language

Norwegian, Swedish, English, some basic Spanish.

References

Be provided upon request.