



MIKAEL FORSLIND

Marketer, Producer & Game Designer

PERSONAL PROFILE

Versatile and happy fellow with a big interest for computers and people. My greatest strength is to assemble a team and work towards a goal.

SKILLS

- Motivated with strong discipline
- Very experienced with different forms of management and leadership
- Launched over 15 games on different markets and platforms
- Fluent in Swedish and English. Very basic knowledge of German & Spanish.

CONTACT

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INTERESTS

Enjoys the art of cinema and loves to watch movies with my wife. We live close to nature and my family spends a lot of time there.

WORK EXPERIENCE

Project Manager / Educational Manager

IHM Business School (2024 - 2026)

- In charge of Sales & Marketing programs

Founder, CEO & Game Designer

Elden Pixels AB (2016 - present)

- I came up with the idea for a new video game, launched it and founded a company and sold games for over 12 MSEK.
- Selected by Creative Europe for funding
- At most 5 employees. Released 7 games.

Office, PR & Marketing Manager

Zoink Games (2015 - 2018 Gothenburg)

- Worked closely with the CEO and was responsible for Publishing & Marketing

PR & Marketing Manager

Image & Form (2013 - 2014 Gothenburg)

- In charge of video game publishing, marketing, PR & communications

Retail Store Manager

Hemmakväll (2007 - 2014 Gothenburg)

- Primarily in charge of two different stores with a staff of +15 people

EDUCATIONAL BACKGROUND

IHM Business School International Sales B2B

(2012 - 2014)

- A two-year full-time vocational university degree in Sales & Marketing focused on B2B

Lindholmens Gymnasium (Upper Secondary School)

(1997 - 2000)

- Electronics, Science & Computers

NON-PROFIT ACTIVITIES

Worked with marketing and planning for a retro games fair called Retrospeismässan and helped it grow into the largest retro event in the Nordics.