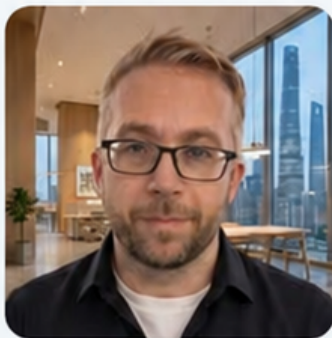




PEROLA HAMMAR

Entrepreneur · CEO ·
International Business

CONTACT

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LANGUAGES

Swedish — Native
English — Full professional
proficiency
Chinese — Basic
German — Basic

CORE EXPERTISE

Business development
Sourcing & procurement
Supply chain & imports
Furniture industry
Digital strategy
E-commerce & UX
China / Vietnam business
3D visualization & BIM
Sales & communication

PEROLA HAMMAR

ENTREPRENEUR | CEO | INTERNATIONAL BUSINESS OPERATOR

EXECUTIVE PROFILE

Swedish entrepreneur and business executive with more than two decades of hands-on experience across furniture, procurement, sourcing, international trade and digital business. My career combines operational responsibility with entrepreneurship, including 13 years of experience in China.

I am strongest where commercial strategy has to become practical execution. I understand how suppliers, production, logistics, customer communication and digital sales connect - and how traditional businesses can modernize without losing what made them strong.

LEADERSHIP FOCUS

- Combining industrial and furniture-sector knowledge with modern digital sales and business development.
- Turning complex commercial challenges into clear priorities, practical plans and measurable execution.
- Working comfortably across owner-led businesses, manufacturing environments, international sourcing and digital ventures.

CURRENT LEADERSHIP

SA Möbler AB | Jun 2026 - Present

Chief Executive Officer · Tibro, Sweden

CEO of the family-owned Swedish furniture manufacturer, succeeding my father, Kjell Hammar. I combine the company's Swedish manufacturing heritage with commercial development, digital visibility and international market experience.

- Lead overall company direction, commercial development and market positioning.

SA Möbler AB | Feb 2026 - Jun 2026

Management Assistant · Tibro, Sweden

Worked across company development, communication, digital presence and commercial direction before moving into the CEO role.

- Supported improvements across website, marketing, sales and customer/dealer communication.

PROFESSIONAL EXPERIENCE

A career built across entrepreneurship, manufacturing, sourcing and digital business.

Middle Earth Consulting AB | Jan 2004 - Sep 2026

Founder & Consultant - Sourcing, Supply Chain, E-commerce, Web & 3D Visualization · Stockholm & Shanghai

Founded Middle Earth Consulting to solve practical business challenges across Asian sourcing, imports, digital growth, e-commerce, 3D visualization and business analysis.

- Identified and evaluated factories and suppliers in China and Vietnam, compared quotations and improved supplier communication.
- Supported import planning, freight choices, consolidation, documentation, customs preparation and delivery into Sweden and Europe.
- Followed production, samples, quality expectations and delivery schedules with factories.
- Worked with CE, REACH, RoHS, declarations of conformity, VAT and other documentation relevant to international trade.
- Built and improved websites, e-commerce operations, digital marketing, content and commercial positioning.

CapsisMedia | Jan 1998 - Sep 2026

Founder · Remote / International

Founded and operated a digital agency focused on websites, e-commerce, UX and digital marketing, helping companies improve clarity, credibility and conversion online.

- Created and improved websites and online stores for business clients.
- Worked across UX, structure, conversion, advertising, content, design and digital strategy.

SA Möbler AB | Nov 2004 - Jun 2018

Buyer / Procurement · Tibro, Sweden

Handled day-to-day purchasing in a furniture manufacturing business, building practical knowledge of materials, suppliers, production flow, inventory and delivery.

- Managed orders, supplier communication, price comparisons and inventory follow-up.
- Supported the purchasing manager and contributed to stable material flows and supplier relationships.

INTERNATIONAL BUSINESS

I lived and worked in Shanghai for many years, with 13 years of experience in China. That period shaped how I approach international business: relationships, cultural context, supplier communication, quality expectations and deadlines matter as much as the contract itself.

- China & Vietnam sourcing
- Sweden / Europe imports
- Supplier evaluation
- Factory communication
- Production follow-up
- Cross-cultural business

HOW I WORK

1. Understand

Clarify the real commercial problem before choosing a solution.

2. Plan

Create a concrete sequence of actions, responsibilities and priorities.

3. Execute

Stay close to the work until the agreed outcome is actually delivered.

OPERATOR MINDSET

My background is intentionally broad. I have worked with purchasing, production, sales, websites, sourcing, logistics and strategy. That makes it easier to see how decisions in one part of a company affect the rest of the business.

CAPABILITIES & EDUCATION

Commercial breadth backed by practical operating experience.

SELECTED CAPABILITIES

Business Development	E-commerce	Digital Marketing	Sourcing
Supply Chain	Web & Digital Development	Furniture Industry	3D Visualization & BIM
International Business	China & Vietnam Imports	Communication	Sales

COMMERCIAL AND OPERATIONAL STRENGTHS

Sourcing & supplier selection

Find and compare suitable factories, request quotations, ask the right commercial questions and create workable communication with suppliers.

Import & logistics

Support freight selection, consolidation, documentation, customs planning and movement of goods from Asia into Sweden and Europe.

Production follow-up

Maintain factory communication through sampling and production, with attention to quality, approvals and delivery timing.

Furniture & manufacturing

Understand purchasing, materials, supplier relationships and the operational realities behind a producing furniture company.

Digital business development

Improve websites, e-commerce and digital presence around commercial goals, customer clarity, conversion and long-term credibility.

Business analysis

Assess ideas and existing operations, identify what is working or underperforming, and translate that assessment into an executable plan.

Cross-border business

Navigate differences in business culture, communication and expectations between Sweden, Europe, China and Vietnam.

Sales & communication

Turn technical or operational expertise into clearer offers, stronger customer communication and material that is easier to sell with.

EDUCATION

2001-2004	University of Skövde Bachelor's Degree, Industrial Engineering and Logistics
2000-2001	Karlstad University Standalone university courses in Macroeconomics, Quantitative Methods in Economics and Microeconomics

SELECTED ENTREPRENEURIAL AND DIGITAL PROJECTS

Alongside company leadership and consulting work, I have continued to build and experiment with independent digital projects. These include WeBlogBetter.com, Waiguoren.me and my YouTube channel - projects that reflect an ongoing interest in publishing, digital products, audience development and practical online business.

I am most useful where experience, commercial judgment and execution need to meet.

Furniture · sourcing · international business · digital growth