

RAGNAR BJARTUR GUÐMUNDSSON

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ADDING VALUE THROUGH MARKETING



PROFESSIONAL SUMMARY

- Customer-centric team player with valuable experience across marketing, web development, and strategy.
- Combine sharp analytical skills and broad business knowledge to add value to projects.
- Key expertise: Marketing Analytics, Web Development, Web Management, Market Intelligence, Strategy, and Investor Relations.

PROFESSIONAL EXPERIENCE

2014 –

Marel: Manager of Marketing Analytics

- Focus on advanced web analytics and lead analytics.
- Development of interactive dashboards and reports for management and stakeholders.
- Web management of investor website and key contributor to our Annual Report sites.
- Design, management, and analysis of internal and external surveys.
- Ad hoc management and contribution to projects that require analytical expertise.

2010 –

Vefgreining: Own Business

- Design and implementation of advanced web analytics solutions.
- Design, implementation and analysis of employee and customer surveys.
- Quantitative analysis, presentations, and strategy work.
- Consultation to companies and organizations.
- Recent clients include the pharmaceutical company Ósar, the Icelandic court system, Kringlan – Iceland's second largest shopping mall, the biotechnological skincare brand BIOEFFECT, RÚV – Iceland's national public-service broadcasting organization, Iðan education and training provider, and Hafnarfjörður township.

2019

Kerecis: Marketing Manager – Online Channels & Analytics (reduced role at Marel while taking on the project)

- Teamed up with Marel's former Corporate Director of Marketing to establish a marketing function within Kerecis.
- Designed and executed Kerecis' first large-scale customer survey. Results analyzed, presented to management, and used as strategic input for company functions.
- Implemented advanced web analytics and lead analytics, including 12 interactive dashboards and a regular analysis of lead progress.
- Investor and company presentations taken to the next stage, which culminated in a successful C series offering of \$16 million.
- Management of Kerecis' online channels, including the website, social media, and video platforms.
- Monthly reporting on KPIs such as lead generation, marketing campaigns, events, online activities, and social media engagement for management.

2007 – 2014

Marel: Manager of Marketing Research

- Organized and developed market research within Marel on corporate level, starting with research in connection to Marel's ISK 60 billion acquisition of Stork Food Systems in 2008.

- Development of regular reporting of marketing KPIs.
- Part of and interim leader of the web team, oversaw a transition to a .NET framework in 2013, have also been involved with Marel's award winning Annual Report websites since beginning (Marel was the first Icelandic company to publish its Annual Report as a website).
- Development of investor and company presentations.
- Gained international experience from 2009 to 2010 by working at Marel in Boxmeer, the Netherlands.

Prior to joining Marel

2002 – 2007: Web Management in the Banking Industry – Íslandsbanki/Gltnir, Kaupþing/Búnaðarbanki

2000 – 2001: ANZA / Veftorg – Project management of Torg.is, a leading website portal

1998 - 2000: Music industry – CEO of Undirtónar, CFO of Thule Musik

AWARDS

2023

Marel: Sustainability Report of the Year – awarded by Excellence Iceland, the country's national body for quality management and performance improvement (contributor to project)

2019

Marel: Icelandic Web Awards – awarded by SVEF, the Icelandic Web Industry Association (contributor to project)

2017

Marel: ARC Awards for Annual Report Website – awarded by MerComm, an independent organization dedicated to defining the standards of excellence in the communications fields (key contributor to project)

2012

Marel: Marketing Company of the Year – awarded by ÍMARK, Association of Icelandic Marketers (contributor to project)

EDUCATION

Graduated 2007

Master of Business Administration, Executive MBA from Reykjavík University

Nine recognitions for excellence, ranked first in four courses.

Graduated 2004

B.A. Political Science with Economics as minor, 1st class with distinction from University of Iceland

Finished coursework in 1996, finished thesis in 2004 (on political attitudes towards the Icelandic fisheries management system).

Other academic milestones

2004: Offered Fulbright scholarship – turned down in favor of a position within Gltnir Bank

1997: Invited to an international seminar in Los Angeles – sponsored by the Institute of Humane Studies

1996: Statistical analysis for two multinational social science studies – research headed by dr. Sigrún Júlíusdóttir

VOLUNTEER EXPERIENCE

2022 –

Reporting on the war in Ukraine

Maintain a set of dashboards and do a regular analysis on the war, viewed over 1 million times a month.

2020 – 2022

COVID-19 in the Nordic countries

Developed and maintained a dashboard that compared the pandemic across countries.

2005 – 2018

Websites for non-profit organizations

Ranges from implementation of web analytics to design and web management.

2003

The Icelandic Red Cross

Various volunteer work, invited to attend General Assembly.

OTHER EXPERIENCE

2001 – 2023: Guest lecturer at various conferences and universities on web analytics

2013 – 2015: Deputy Judge in case no. E-3678/2011 (Hópbílaeigan vs Icelandic State)

2009 – 2010: Court Appointed Assessor in case no. 3-1911/2007 (Iceland Excursions vs Icelandic State)

1998 – 1999: Served first as a member and later as co-chairman of a political committee on environmental issues

1994 – 1997: Series of published articles on natural resource economics in a political magazine