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## EXECUTIVE PROFILE

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**Ann-Sofie Ellefors**  
LEADERSHIP CONSULTANT

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“Ann-Sofie Ellefors has played an instrumental role in coaching the Leadership Team at Microsoft Sweden throughout a robust and impactful 2,5 year-journey evolving the individual members as well as the Leadership Team. She has been crucial in challenging us, developing us as well as listening to our specific needs and concerns. Thanks to the true partnership we have strengthened our team and its individual contributors - enabled by Ann-Sofie’s guidance and experience along the process.”

**Helena Sjöberg**  
HR Lead Microsoft  
Sweden

For the past 15 years, Ann-Sofie has worked with C-suite Executives for global clients. She is an experienced Executive Coach, Facilitator and Leadership Consultant who has worked with executives and management teams across many industries including IT, Telecommunications, Banking and Pharmaceuticals. Based in Sweden and Luxembourg, Ann-Sofie works in Swedish and English, with good knowledge also in French and German.

Ann-Sofie focuses on facilitating Inner Leadership, Team Dynamics and Change by aligning teams and building trust. She facilitates key programmes such as ‘Self-Managing Leadership’ and is strong on meeting clients’ needs in designing customized solutions.

Ann-Sofie has started two consultancies specialising in Incentive and Motivation Corporate Programmes as well as Leadership Consultancy.

Previously, Ann-Sofie held sales and export management positions for international corporations such as Oracle and EF. At Oracle she led partner sales and strategic development of key stakeholders.



Ann-Sofie holds an MSc in Business studies and Economics from Uppsala University and a BA in Education for business and leadership. She is an ICF certified PCC coach, certified on DISC assessment and 360 analysis.

**Ann-Sofie works in Swedish and English.**