



# RESUME

## **AnnaKarin Lith**

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## **About me**

Experienced executive and publisher with 20+ years of digital transformation in the media industry. I have managed Digital transformation, Cultural change, Business development, Operational Restructuring and Mergers & Acquisitions in regional and local media companies in Sweden and Finland. With a demonstrated history of creating value in different business situations, I'm an attested strategic, businesslike, inclusive, clear, and trustworthy manager. Board member of the Finnish-owned media group HSS Media, former board member of Bonnier / Sydsvenskan. Recurring assignments as a guest lecturer, debater, and lecturer in and outside the media industry. Several mentoring assignments for managers. Owner of the consulting company Lith Media Consulting AB since 2016.

## **Consulting Assignments**

### **Lith Media Consulting**

Assignments with focus on digital transformation, digital consumer revenue, organization, and cost reduction in media companies' creation of digital business models.

### **January 2022 – Lernia AB, on going**

Project manager for education-and staffing company Lernias work towards a data-driven organization. Introducing business intelligent and new data warehouse and architecture. Responsible for procurement of external consultants, budget plus SEK 10m.

**January 2016– on going**

Review of newspapers regarding the company's profitability, digital capability, and management skills with the aim of developing journalism in digital publishing channels.

**Board Assignment 2014 – on going**

Board member in the Finnish media group HSS Media.

**2019 - 2020 - Bonnier Media, Sweden**

Initiated and assisted Bonnier News' and Amedias owners and management in the acquisition of Sweden's largest regional newspaper group Mittmedia and then the local newspaper group Hallmedia.

**2019 - 2020 Dermosil, Finland**

Development work in the e-commerce company's management team with a B2C focus for increased digital communication and sales. Mentor to CEO.

**2017 - 2019 Bonnier News, Sweden**

Worked on behalf of the CEO to develop the plan for Sydsvenskan/Helsingborgs Dagblad's integration with Dagens Nyheter and Bonnier News. Focus on digital transformation, synergies and cost reduction through new organization and new working methods.

**2016 - 2017 Stampen Local Media, Sweden**

Worked on behalf of the CEO to develop a new, digital B2C strategy with a focus on consumer revenue/digital payment solutions as well as a strategy for cost reductions via new organization and new working methods.

**2009 - 2012 Hallmedia, regional media company, Sweden**

Worked on behalf of the owner and CEO to develop and implement Hallpressen's first digital strategy and major organizational change. Brought together five local newspaper companies into a unified organization. Worked for just over a year in parallel as interim editor-in-chief with budget and personnel responsibility for around 50 employees.

## **Employments**

**2012 - 2016 Mittmedia, regional and local media company, Sweden**

Worked in the management team for Sweden's largest regional/local media company with 28 local and regional newspapers. My position was closest to CEO. I was head of all editorial operations, designing our new digital strategy where we developed journalism from traditional print to new forms of publication in digital channels.

I initiated and was responsible for a cultural change process where we gave the employees a unique opportunity to develop in digital logic. At the same time, I carried out the necessary staff reductions and skills exchange. I built an editorial, operational management team with 13 editors-in-chief and 10 central managers/staff members and had budget and ultimate personnel responsibility for 570 journalists.

#### **2008 - 2009 Hallands Nyheter, local newspaper, Sweden**

Worked as editor-in-chief with the task of merging the competing newspapers Hallands Nyheter and Hallands-Posten into a joint company with the aim of increasing the digital presence for customers and readers and to extract synergies via a new organization and new working methods. Budget and personnel responsibility for 50 employees.

#### **2006 - 2008 Motala Tidning, local newspaper, Sweden**

In my role as CEO, I had the task of incorporating the smaller newspaper into the group as a whole with the aim of increasing the digital presence for customers and readers and extracting synergies via new organization and working methods. Budget and personnel responsibility for 50 employees.

#### **2001-2006 Management positions media**

- Program manager Swedish Radio.
- News manager and editorial development manager, regional media company Dalarnas Tidningar.
- Editor-in-chief of the free newspaper Avisen.

#### **Board Assignment 2017 - 2020**

Board member in Bonnier News / Sydsvenskan.

## **Supplementary**

Recurring assignments as a guest lecturer, debater, and lecturer in and outside the media industry. Several mentoring assignments for managers.