

# Jean-Benneth "JB" Tyrén

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*Brand Manager, Producer, Project and Production manager,  
Marketer and passionate team leader.*

*"My background from the advertising and event industry, where I run a production company since 1988, has given me completely unique skills and invaluable experiences that I use to strengthen clients' brand, communication, corporate culture and sales."*



## **CREATIVE PRODUCER / PROJECT MANAGER**

I founded the design and production agency Speedway68 in Copenhagen in 2008, then the production agency Across Agency in Malmö in 2012. Before that, I signed off everything I produced as a consultant and agency in advertising, marketing, sales and media event production with the signature Jean Benneth Agency on three continents, my first production agency I started in Gothenburg-Borås back in 1988.

Because so many businesses can benefit from creative consultants, I work with simplicity and automatic understanding in many different industries. After 30 years of international experience as a Brand Manager, Creative Director, Executive Producer and Project Manager, it is still my passion. It's really what I do best. I am a committed and driven team leader who likes to take direction on the compass and implement projects efficiently and with commitment. On my own or in a team.

I develop creative solutions, create brand experiences, present concepts, sell products and motivate staff. I create teams and see the possibilities in most things. I can lead marketing teams with experience in digital and analogue marketing, media production (film, photo, web, audio, music, etc.) as well as create experience-based and directed meetings, conferences, fairs and events.

## **LOOKING FOR A NEW CHALLENGE / NEW JOB WITH YOU!**

I believe I bring insights from an artistic, syncretic perspective as well as my understanding of business. How to create results. I am a specialist in copywriting, brand experiences and creating positive encounters between people. I am still more flexible and modern than most as an individual. Now I'm looking for a new challenge in life.

## **MULTI COMPETENCE / THE FAMILY**

I am from the south of Sweden and live 5 minutes outside of Lund, Sweden. 10 minutes from Malmö. Also 20 minutes from Kastrup Airport, Copenhagen. I like to travel for work.

My family consists of wife Petra Torolfsdotter, our 4 common teenagers and our small dogs Benji and Nala. In my spare time I visit the gym daily, play music to be happy and travel to Palma de Mallorca and to our extended family in Tuscany. Everything to enjoy the sun, the food, the drinks and the culture as inspiration for my work.

With hope for a future meeting..

Med vänliga hälsningar  
Jean-Benneth Tyrén

**JEAN  
BENNETH**

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*Producer, project and production manager,  
marketer and passionate team leader.*

*Im an accomplished Brand & Marketing Manager with  
expertise in developing brand experience campaigns,  
copywriting, advertising and marketing. Creative media and  
event productions. Sales and Branding activities.”*



## ABOUT ME

### WORK EXPERIENCE

AUG 2012 - PRESENT	MANAGER-DIRECTOR OF OPERATIONS ACROSS AGENCY, MALMÖ
AUG 2020 - AUG 2023	CREATIVE DIRECTOR, COPYWRITER CREATIVE PEOPLES, MALMÖ
NOV 2019 - DEC 2021	BRAND MANAGER,-SALES MANAGER VAN GILS, AMSTERDAM
JUL 2008 - FEB 2012	MANAGER, CREATIVE DIRECTOR SPEEDWAY68, COPENHAGEN
FEB 1995 - AUG 2003	CREATIVE PRODUCER, EVENT PRODUCER MILLER FREEMAN, LONDON-AMSTERDAM-STHLM
MAY 1992 - JUL 1995	AREA SALES MANAGER IN WEAR/MATINIQUE, HELSINGBORG-GÖTEBORG
FEB 1988 - 2012	CONSULTANT, SALES-MARKETING JEAN BENNETH AGENCY, BORÅS, GBG, LONDON, CPH

### EDUCATION

BACHELOR OF COMMUNICATIONS  
Northern Illinois University, Dekalb USA

ASSOCIATE OF ARTS, HUMANISTISK GYMNASIESKOLA  
Haganässkolan, Älmhult, Sweden

With hope for a future meeting.

Best regards  
Jean-Benneth Tyrén

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