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## OSCAR LINDEBERG

### Summary

Experienced leader and consultant in the hotel and restaurant industry with expertise in business and concept development, interim management, and the development of structure and routines. Driven to build diverse teams, motivate leaders, and provide tools for ongoing development. Strong focus on optimizing the guest experience through innovative use of Service Design.

### School of Service & ServiceHub App

#### Founder & CEO, 2018 – Present

- Creates guest-focused processes through Service Design to enhance the guest experience
- Develops engaging and educational materials through Content Creation and AI technology
- Trains and supports frontline staff via the ServiceHub app, transforming organizations into learning, service- and sales-driven units
- Strengthens and systematizes the service industry both digitally and in real life
- Interim

### Interim, Projects, Board Positions

- Interim, Villa Fridhem. Hotel Director (2022–2023)
- Interim, Folkparken. Restaurant Manager (2021–2022)
- Chairman, Visit Värmdö (2020–2022)
- Program Leader and Instructor, Visita's Management Program (2019–2020)
- Interim, Business Developer, Frantzén Group (2017–2019)
- CEO, Sandhamn Seglarhotell (2013–2017)
- Concept/Product Manager, Food and Beverage Director, TUI Nordic (2011–2013)
- Interim, Site Manager, Torekov Hotel (2010–2011)
- Owner, Lindeberg Communication (2006–2011)
- Sales Manager, Conference & Event Manager, Berns Salonger (2003–2006)
- Assistant Food & Beverage Manager, Diplomat (2002–2003)
- Teaching, Endicott College, USA (1999–2001)

### Education, Certifications

- FEI, Marketing Economist, Stockholm (2006–2007)
- Endicott College, Bachelor of Science, Hotel Management, USA (1999–2001)
- SHA Les Roches HMS, Hotel Management, Switzerland (1997–1999)
- Fantastic Studios, Leading Creative Collaboration, Stockholm (2019)
- Certified in Extended DISC, Stockholm (2008)