

## OSCAR LINDEBERG

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### 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

I founded and lead School of Service – a consultancy and training company for the hospitality and experience industry.

We help organizations improve their guest journey, employee experience, and commercial results through a mix of Service Design, culture building, digital learning, and concept & business development.

Our mission is simple: create service that sells – and that feels good to deliver.

- Interim leadership roles – driving transformation from within
- Delivered service & upselling programs for hotels, parks & restaurants
- Developed systems for tracking behavioral goals, coaching feedback, and team rituals
- Created custom playbooks, workshops, and e-learning for frontline teams & managers
- Supported concept, business and destination development across hospitality sectors
- Designed the ServiceHub app for scalable onboarding, pre-shift training, and performance support

**Clients include:** Jump Yard, Sibylla, Stockholm Stadshotell, Siggesta Gård, Icehotel, Villa Fridhem, Visit Värmdö, Frantzén Group, Waynes and more. [Clients & Cases](#)

**Skills:** Service Design · Guest Experience · Upselling Techniques · Hospitality Management · Leadership Training · Customer Journey Mapping · Onboarding & Coaching · Team Culture · Pre-shift Routines · E-learning Development

### Work Experience

- CEO, Sandhamn Seglarhotell (2013–2017)
- Concept/Product Manager, Food and Beverage Director, TUI Nordic (2011–2013)
- Owner, Lindeberg Communication (2006–2011)
  - Led hospitality business development projects including training, events, and restaurant openings.  
Clients included: Interim Hotel Manager Torekov Hotel, Pre-Opening Restaurant PGA of Sweden National
- 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)
- FEI, Marketing Economist, Stockholm (2006–2007)
- Certified in Extended DISC, Stockholm (2008)