



EEF General Assembly 2022, Board Member Election

Application Form and Curriculum Vitae

Position Applied	<input type="checkbox"/> EEF President <input type="checkbox"/> EEF 1 st Vice-President <input checked="" type="checkbox"/> EEF Board Member <input type="checkbox"/> EEF Board Member Athlete's Representative * Candidates can tick more than one box
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Personal Information	
Name, Surname	Ulf Brömster
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Cell phone	+46 70 986 0564
Email	ulf.bromster@ridsport.se
Date of birth	07.07.1959
Nationality	Swedish
National Federation (NF) proposing the Candidate	Swedish Equestrian Federation

Motivation for serving on the Board
<p><i>During my time at the Swedish Equestrian Federation I have closely followed the evolvement of the European Equestrian Federation and support the positioning of the EEF within the Fédération Equestre Internationale. As the EEF strategy and focus areas are very well aligned with those of the Swedish Equestrian Federation, I am convinced my knowledge and experience from the Swedish organisation would be a great fit for the EEF. In addition, I am used to work in an international environment as my job at Ericsson brings together teams from many different countries.</i></p> <p><i>One of my key contributions to the Swedish Equestrian Federation is the development of the strategic work. When I became President of the Swedish Equestrian Federation in 2015 I spent a year convincing</i></p>



the board about the need for a comprehensive long-term strategy. This resulted in the Swedish Equestrian Federation's 2025 strategy, where the vision is to become world-leading (with last year's Olympic gold we are clearly on track!). By executing on that strategy, we have aligned the work throughout our entire federation with great success-- from central level to the regions and to our individual members.

During my time as President, the Swedish Equestrian Federation has also continued to develop its work within horse welfare and sustainability. Sweden is a leading nation when it comes to horse welfare, and we are spreading our knowledge on animal protection to other countries. As for sustainability we have also come a long way compared with many other national federations. During 2021 we intensified our efforts and launched a new sustainability strategy based on the UN Sustainable Development Goals. I firmly believe horse welfare and sustainability are essential to the future of our sport, and I am certain the progress at the Swedish Equestrian Federation would be of value to the EEF's work on social license.

I have a long professional career and am currently Head of Supplier and Commercial Governance IT at Ericsson. I have two Master degrees, in Business and in Science from Swedish top universities, along with an MBA in Digital Business. As a person, I am very results-oriented, strategic and analytical. I also enjoy assignments which involve a lot of interaction with other people and I am often seen as verbal and outgoing.

All in all, I believe I really could contribute to the EEF strategy evolvement and execution. Thank you for considering my Board Member application.

Sports Career / Equestrian Background

2016 - 2017	Org. committee FEI European Championships, Gothenburg
2015	Org. committee FEI European Championships for Ponies, Malmö
2015 - ongoing	Org. committee Sweden International Horse Show
2015 - 2018	Org. committee Gothenburg Horse Show
2015 - ongoing	Vice President Swedish Horse Industry Foundation (HNS)
2013 - 2015	Board Member Swedish Horse Industry Foundation (HNS)
2013 - 2015	Chairman of the Board Strömsholm national equestrian center
2012 - 2013	Board Member Strömsholm national equestrian center
2005 - 2015	President Sollentuna riding club
2003 - 2005	Board Member Sollentuna riding club
Official functions at the NF and/or the FEI	2015 - ongoing President Swedish Equestrian Federation 2013 - 2015 Vice President Swedish Equestrian Federation 2011 - 2013 Board Member Swedish Equestrian Federation



Professional Career/Work Experience

Dates	Position
2020 - ongoing	Head of Supplier and Commercial Governance IT, Ericsson
2015 - 2020	Head of IT Sourcing, Ericsson
2014 - 2015	Cloud Sales Engagement Director, Ericsson
2011 - 2014	VP Group IT, Ericsson
1995 - 2011	Different Product and Project line positions in Ericsson
1980 - 1995	Different positions in Swedish Army leaving ranked as Major

Date and signature of the candidate:

2022-05-24

APPROVAL & SUPPORT OF THE NF

Name of the National Federation: Swedish Equestrian Federation

Name of the person signing on behalf of the NF: Annika Tjernström

Title (President or Secretary General): Secretary General

Signature and stamp of the NF: