

# Julie Catterson Lindahl

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Julie Lindahl is an author and social entrepreneur. During the past decade she has been writing and pursuing projects concerning wellness and philosophies of good living from her base in Sweden. She is the author of two books and a third upcoming in 2011. She blogs for The Local, Sweden's news in English on the Internet with an audience of more than 700,000 unique viewers per month, and she is a columnist for Nordstjernen/Vestkusten, Swedish-America's oldest newspaper reaching an audience of over 30,000 households per month. She edits her own e-magazine about well-being with Nordic inspiration, [www.nordicwellbeing.com](http://www.nordicwellbeing.com).

In 2010 Julie founded with colleagues an organization for renewing the art of story-telling for society. The organization is creating methods and materials for helping children and child-carers to use the art of story-telling to address the challenges of growing up in a modern, high-pressured society.

Prior to becoming an author and social entrepreneur Julie worked as a management consultant for a number of companies including KPMG, Rambøll and Landell Mills Limited. Her work within these companies concerned their portfolio in developing countries including in Southeast and South Asia and the Pacific, Central Asia and Africa. During this time Julie worked with questions of conflict resolution, poverty alleviation and economic development.

She has a BA Magna Cum Laude with a major in English Literature from Wellesley College, Massachusetts, USA, and M.Phil. in International Affairs sponsored by an Overseas Research Scholarship at Oxford University. Julie is a Fulbright Scholar. She was raised in ten countries and today lives in Sweden with her husband and twins, a boy and a girl. During 2000-2009 they lived on an island in Sweden, an experience which Julie has been awarded a book contract for by [www.gather.com](http://www.gather.com).

## Professional record

### **Stories for Society, Sweden**

**2010-**

#### **Social Entrepreneur**

Founded an NGO with colleagues with the objective of renewing the art of story-telling for society. The NGO is developing methods and material that can be used by children and child care-givers at schools, in the health care system and elsewhere. The methods and material can be used in Sweden and elsewhere to help children deal with the pressures of growing up in a modern society.

### **Julie Lindahl Nordic Wellbeing AB, Sweden**

**2000-**

#### **Author, Columnist and Wellness Expert**

Developed a unique competence as an expert with fresh and timely ideas for wellbeing in the 21<sup>st</sup> century. Highlights include:

- First book "On My Swedish Island: Discovering the Secrets of Scandinavian Well-being" published by Tarcher Penguin in May 2005.
- Created the e-magazine [www.wellnessofscandinavia.com](http://www.wellnessofscandinavia.com) (now [www.nordicwellbeing.com](http://www.nordicwellbeing.com)) providing good ideas for wellbeing with Nordic inspiration.
- Columnist for *Nordstjernen* which reaches readers from the East to the West Coast in the US.
- Blogger for [www.thelocal.se](http://www.thelocal.se) attracting 700,000 unique viewers per month.
- Launched Purely Nordic by Julie Lindahl skin care series ([www.purelynordic.com](http://www.purelynordic.com)).
- Started Nordic Wellbeing Retreats in co-operation with Sweden's 1.6 Million Club for Women's Health.
- Founded Nordic Wellbeing LLC in the United States in order to transform Nordic Wellbeing into a wide range of products and services.
- Most recently published Letters from the Island ([www.lettersfromtheisland.com](http://www.lettersfromtheisland.com)) and wrote a memoir of a decade lived in a Swedish wilderness sponsored through an award from gather.com (to be published in 2010/11).

### **Management Perspectives International AB, Sweden**

**1997-2000**

#### **Founder/Developer**

Developed this management consulting company based in Stockholm, Sweden. Undertook economic, political and social analysis world-wide. Wrote jointly with Claes Lindahl "The Sustainability Enigma", published by the Economic Group for Development Issues (EGDI) in the Swedish Ministry of Foreign Affairs. Worked in Sri Lanka, Bangladesh, Southeast Asia and Tanzania.

### **KPMG Management Consulting, UK**

**1996-7**

#### **Management Consultant**

Responsible for undertaking assignments overseas involving management analysis and development. Undertook a World Bank assignment in Uganda as ROM adviser to the Ministry of Agriculture.

### **Rambøll A/S, UK & Denmark**

**1994-6**

#### **Business Developer/Management Consultant**

Responsible for assisting in the development of this major Danish consulting company's business both in the UK and in the Asia-Pacific region. Worked in Sri Lanka, Micronesia, Papua New Guinea and Kazakhstan.

## Professional Record (continued)

### **Landell Mills Ltd., U.K.**

**1992-4**

#### **Business developer/Management Consultant**

Played a key role in business development and project-management for this well-known UK-based development consultancy. Won and managed substantial contracts in the Asia-Pacific region.

### **EU Information Center, Bath, UK**

**1991-2**

#### **Researcher on European Law**

Researched EU legal developments for local companies in Bath.

### **Oxford University, Department of International Relations, Oxford, UK**

**1991**

#### **Lecturer on International Affairs**

Lectured for a visiting group from the Polish Ministry of Foreign Affairs.

### **Oxford Analytica, Oxford, UK**

**1990-1**

#### **Conference Organizer**

Organized the major International Herald Tribune Conference at Blenheim Palace hosted by Oxford Analytica annually.

## Education

**1989-91**     **Master of Philosophy, International Relations**  
**Oxford University U.K.**

Won an Overseas Research Scholarship, based on academic merit, for this degree.

**1988-89**     **Fulbright Scholarship, International Relations**  
**University of Frankfurt, Germany**

**1984-88**     **Bachelor of Arts, English Literature (Magna cum laude)**  
**Wellesley College, U.S.A.**

## Other Interests/Projects

**2003-8**     English language story-reading, including an English summer camp for Swedish school children ages 3-10.

**1989-91**     Started a student's lobbying group called Students for Educational Exchange (S.E.E.) resulting in the establishment of an office for educational exchange at Oxford University.

## Other Interests and Projects (continued)

**1990-91**      Founded and edited the Oxford International Review, Oxford University's International Affairs Magazine, with colleagues.

## Personal details

**Place/date of birth:** Rio de Janeiro, Brazil, 6 January 1967

**Marital status:** Married, 2 children (twins, a boy and a girl, born September 1998)

**Languages other than English:** German, Swedish

**Nationalities & Residence:** American, British and Swedish citizenships. Permanent resident of Sweden.

### **Boards and Memberships:**

Second Vice President, The American Club of Sweden

President, Nordic Wellesley Club

Member, Oxford University Society Nordic

Member, The Swedish Fulbright Alumni Association

Member, Mälärö Islands Beekeeper Association