

# Thomas Tönnfält

## Localization Expert

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### Thomas Tönnfält

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## Summary

- Experience of leading teams up to 40+ people.
- Coordinated the operational and testing work of Spotify's international expansion in 50+ markets.
- Localization expert with 13 years in the industry.
- Team player used to high paced environments where change is something positive.

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## Experience

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### Spotify / Localization Manager

JANUARY 2017 - AUGUST 2018, STOCKHOLM

As a Localization Manager at Spotify I was responsible for the end-to-end process of all user facing text, including testing and translation coordination. We supported 20+ languages for all Spotify products as well as local marketing material.

### Spotify / New Market Operations Lead

JANUARY 2014 - DECEMBER 2016, STOCKHOLM

Team Lead of the New Market Operations team with three direct reports. The team was responsible for the overall readiness when preparing for, and entering new countries. This included work with local new market leads, licensing, content, HR, legal, finance, customer support and all the required functions within the technology and product departments.

### Spotify / QA & Test Manager New Markets

JULY 2013 - DECEMBER 2013, STOCKHOLM

Moved away from the product related development and switched focus to international growth full-time. This involved creating testing strategies, processes and having the overall responsibility for all testing related to localization and new country launches.

### Spotify / Quality Assurance Engineer

DECEMBER 2011 - JUNE 2013, STOCKHOLM

Started as the first QA representative in the growth department. Designed the testing processes, structures and guidelines for the QA team. The department grew from one small team to four larger teams and thanks to the processes and the talent I helped recruit, we helped Spotify ensure both local growth and international expansion.

## **Electronic Arts / Localization Testing Project Manager**

JUNE 2011 - NOVEMBER 2011, MADRID

As LTPM I was responsible for the overall efficiency and final timely delivery of the assigned projects. From cost planning and pre-production, to first party approval, post-launch evaluation and process improvement work.

## **Electronic Arts / Junior Localization Testing Project Manager**

APRIL 2010 - MAY 2011, MADRID

As a Junior LTPM I managed the testing of EA's products within the timelines, quality and budget expected. Constantly improving the overall efficiency of the team and relevant processes.

## **Electronic Arts / Senior Localization Tester**

JUNE 2007 - MARCH 2010, MADRID

Assured the best possible quality following the standardized localization testing workflows. In addition I had to be able to work in big multicultural teams and coordinate up to 30 testers from 16 different nationalities.

## **Electronic Arts / Localization Tester**

AUGUST 2005 - SEPTEMBER 2006, STOCKHOLM

As a Localization Tester at Electronic Arts it was my responsibility to provide the best possible quality in the video games translated into Swedish.

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## **Education**

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### **EA University / MANAGEMENT BLOX - Light**

2010, MADRID

A light workshop with focus on the core skills that are needed when managing individuals either directly or on project teams.

### **Luleå Technical University**

2004 - 2005, LULEÅ

Audio and video technique A.	5 P. (7.5 ECTS)
Musical acoustics.	5 P. (7.5 ECTS)
Creativity and Problem Solving.	5 P. (7.5 ECTS)
Introduction to Computer Graphics.	5 P. (7.5 ECTS)
Web Design 1.	5 P. (7.5 ECTS)
Visual art and music production.	5 P. (7.5 ECTS)
Media Technology.	5 P. (7.5 ECTS)

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## **Awards**

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Ownership Award given by Electronic Arts in August 2009 in the category "Learn and Grow" for high standards in: "Work hard, play hard", "Develop yourself and others", "Measure your improvement" and "Share knowledge generously".