

Bio Carl Fredrik Sammeli

Founded or invested in several companies within technology, healthcare, strategy, marketing, advertising and digital communication. He is most known for founding the PR agency, Prime, in Sweden – the world's most awarded agency by Cannes Lions (World Cup in advertising) over the period 2010-2023. Today, he works as an investor and advisor with early-stage entrepreneurs, family offices, professional service companies, family-owned businesses, investment companies and government organisations. In 2019 he founded Bitprop as an entrepreneurial and innovative way to create true value and upliftment by providing ownership and income to those without it.

- Serial Entrepreneur. Entrepreneurial record: 3 failures and 7 successes (and a few companies like Bitprop and REY17 still in growth mode)
- Partner REY17
- Founder Bitprop
- Founder Sammeli; Investment & Advisory
- Founder Prime, the world's most awarded PR agency 2010-2023 (Cannes Lions). Now Prime Weber Shandwick
- 30 years' experience in entrepreneurship, sales, strategy, crisis management, public affairs, regulatory affairs, marketing and communication
- Best return: 1200+ times invested capital
- Ranked as the 85th most influential person in Sweden (Fokus Magazine)
- Consults for leading firms within business law, management, finance, FMCG, real estate and technology. He is specialized in professional service industry and advise and invest in this industry all over the world.
- Works intensively with early-stage entrepreneurs, family-owned businesses, investment companies and government organisations
- Former press officer and speech writer to current Prime Minister of Sweden, Mr Ulf Kristersson (1992). Former head of corporate communication of the listed media conglomerate, Modern Times Group, MTG (1998)
- Board member Family Business Network 2024- (190 Swedish family business owners own federation)
- Ex-member of Weber Shandwick Global Leadership Team (2014-2018)
- Ex-member of the Ratio Academy with senior business leaders (The Ratio Institute is an independent research institute in Stockholm, Sweden) such as Rune Andersson, Björn Wahlroos, Mariana Burenstam Linder and Dan Olofsson (2018-2022)
- Ex-member of United Nations Children's Fund (UNICEF) Global Advisory Group (2018-2022)