

"PHILADELPHIA OFFERS A WIDE VARIETY OF GREAT INDUSTRIES "

A CHAT WITH SACC-PHILADELPHIA'S NEW BOARD MEMBER **DAN NORREMO**

One of SACC-Philadelphia's latest members to join the Board is Daniel Norremo. The 39-year old entrepreneur with dual Swedish-American citizenship was born and raised in Sweden, decided to move to the United States at the age of 19 to pursue a University degree and set up roots upon his graduation. However, in spite of having spent half his life in the United States, he still considers himself Swedish.

Dan is currently living in Philadelphia and works with worldwide adoption and enablement for CRM tools for a global company. Leaving Sweden at an early age, his experience of working in Sweden was primarily in non corporate settings and he is therefore can't speak firsthand as how Sweden and the United States differ in business related areas:

"I know that in the US if you are good at what you do you can advance quickly within your field, but my understanding is that if you work in Sweden it is harder to stand out and you have to "wait your turn" if you want to advance. "

The biggest challenge for Swedish companies establishing their business in the United States, he believes,



QUICK FACTS ON DAN NORREMO

AGE: 39

WORKING WITH: WORLDWIDE ADOPTION AND ENABLEMENT FOR CRM TOOLS

WHAT I MISS MOST ABOUT SWEDEN: FRIENDS, FAMILY AND THE SWEDISH SUMMER



MEET THE SACC-PHILADELPHIA BOARD MEMBERS

is that the U.S. is a lucrative market with a lot of competition. This makes it difficult for businesses to stand out:

"It is important to know how the market works and how cities attract industries. If you come to the U.S. as a Swede and have never lived in the country before, it might be difficult to understand that and how it can vary from state to state", he says. He also emphasizes that not only do you face a high barrier of entry with a lot of competition - it is also difficult to gain market share.

What made Dan become a Board Member of the Swedish-American Chamber of Commerce in Philadelphia is his wish to keep his connection with Sweden and to give back to the Chamber. He would also like to have more Swedish companies come to Philadelphia, and to broaden his network with Swedes.

Dan is highly recommending companies become involved with the Chamber and underscores that Philadelphia is an attractive city in the Northeast corridor, with a top market. The city offers a wide variety of great industries, and there is a large focus on entrepreneurship that the Chamber can help connect Swedish companies to.

The way Dan envisions contributing to the Chamber is by leveraging his business background: "I know how to drive sales, which I think can be valuable, and I also have a large network that I think will help the Board and the Chamber". His own expectations from the Chamber is the challenge of getting new

experiences as a Board Member, as this is his first time engaging in a Board. Further, the fulfillment and pleasure of making SACC-Philadelphia a successful organization is something that is rewarding in itself.

ANNA WIFVESSON
*SWEDISH-AMERICAN CHAMBER OF COMMERCE
PHILADELPHIA*
