



Gunilla Ekberg is a recognized entrepreneur and innovative thinker known for her ability to conceive, develop and implement programs in the area of people and service management. Her trademark trend forecasting is invaluable to consumer-driven industries, which rely on her unique approach to problem-solving and growth. She has been instrumental in establishing several branding concepts and launches, the PR and marketing campaigns, as well as her record for successful fund-raising and lobbying.

Ms. Ekberg, a native Swede, has twenty-five years' experience in national and international market development for publicly-traded and other businesses. She founded Ekberg International in 1994 to help businesses develop international market opportunities and relocated to the U.S.

In 2001 Ekberg International branded and incorporated FitAdvantage in the professional services menu. The area among corporate clients for effective fitness training, achievement and maintenance to peak physical support during crucial corporate periods inspired Ms. Ekberg to found and launch FitAdvantage in 2001. Geared toward executives and others for whom time and results are premium, FitAdvantage develops individually tailored, results-oriented programs. In addition to holding certifications from the American Council of Exercise (ACE) in personal training, lifestyle, weight management consulting, and a first degree black belt in tae-kwon-do, Ms. Ekberg is one of the few Golf Fitness Specialists providing top-notch services in the Washington Metropolitan area, and a certified Golf Fitness Instructor by the Titleist Performance Institute (TPI). She works closely with PGA certified Golf Professionals, is affiliated with Chevy Chase Club among other. FitAdvantage has established an innovative and popular program for providing efficient and excellent services to 'corporate athletes', and many others.

Prior to founding Ekberg International Ms. Ekberg served as director of business development and special programs for the Swedish Federation of Rental Property Owners, President of the Nordic Council of Shopping Centers, and initiated and implemented business development programs for the Industrial and Business Division of the Skandia Group Insurance Company. Her expertise has been utilized by the Swedish government and she has also developed and implemented programs for the European Common Market. To better understand American management techniques, she accepted a "CEO to hire" offer in early 2000 from one of the most prestigious residential communities in the Washington, D.C. metropolitan area, an elite 400-unit condominium corporation with an annual operating budget of \$3 million. With a mandate to "exceed investors' expectations" she developed and implemented programs of cutting-edge service and branding concepts. Her programs ensured impeccable service and maintenance for an extremely discriminating resident population accustomed to discrete, first-class support, and provided superior satisfaction through innovative coordination and implementation of recreational programs and high-profile social activities. Ms. Ekberg was appointed General Manager for House of Sweden in early 2005. She has been deeply involved in the development and launch of the concept - a new landmark in Washington DC and a new concept in 'diplomacy building', anchored by the Embassy of Sweden in the US. She oversees leasing of House of Sweden's nineteen corporate apartments.

She serves on the BOD of the Swedish-American Chamber of Commerce in Washington D.C (1995) and has been deeply involved in member, program and strategic planning committees. Ms. Ekberg, a charter-member, serves on the executive committee of the well respected fundraiser 'Knock-Out Abuse Against Women' since its start in 1993, and has an extensive bi-partisan network throughout the greater Washington DC area.

Ms. Ekberg holds a B.S in Behavioral Science from the University of Gothenburg, Sweden with post graduate work in law, business administration, communications and real estate.

www.ekberginternational.com