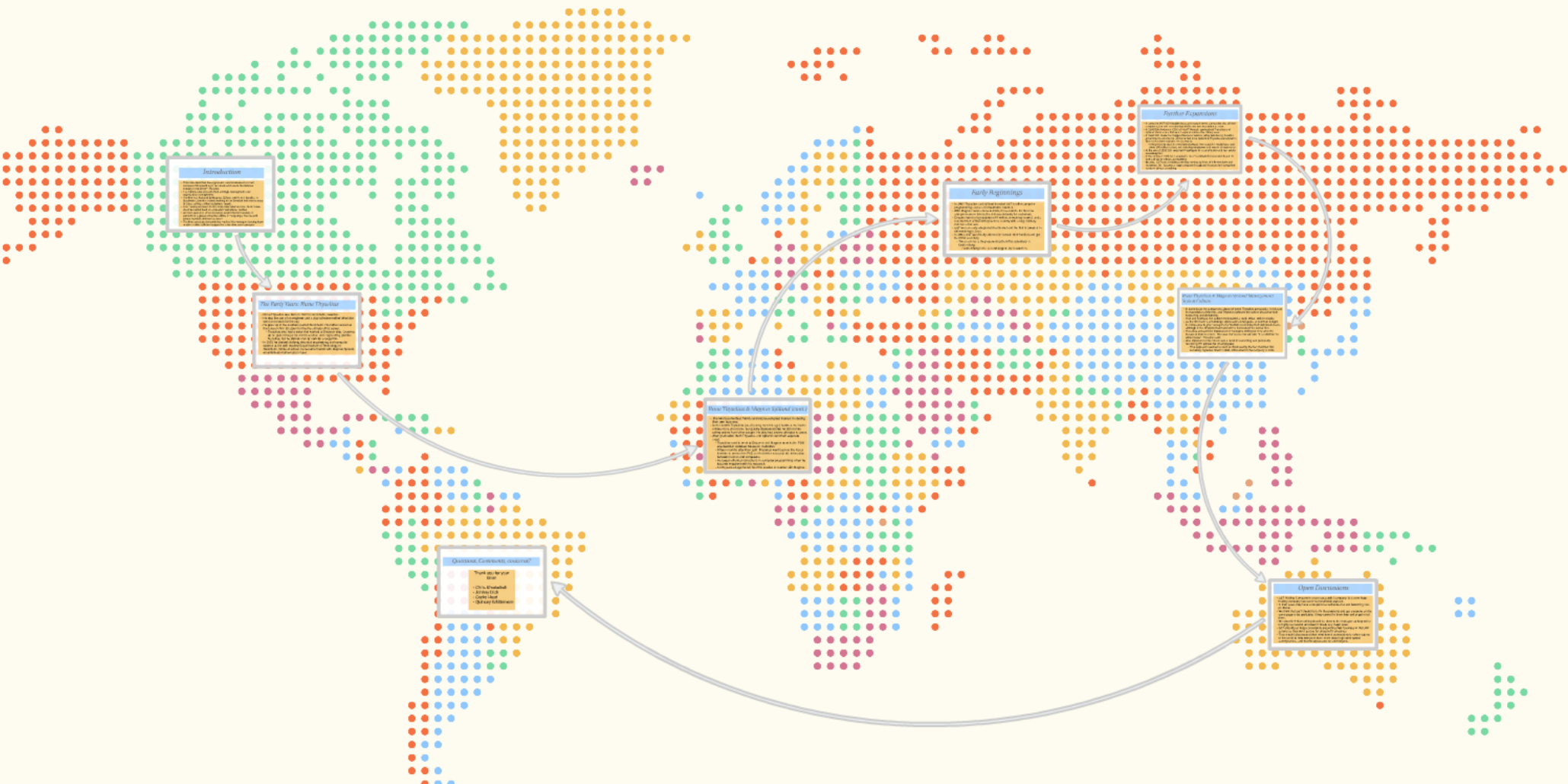


Managing Strategic Growth at Sjoland & Thysellus AB

By: Chris Khodadadi, Johnny Dick, Codie Lloyd,
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Introduction

- This case describes the organization and structure of a small European firm providing IT technical solutions to the defense industry in Stockholm, Sweden.
- It combines crucial issues from strategic management and organization management.
- The firm was founded by Magnus Sjöland and Rune Thyselius in Stockholm, Sweden- mainly working in the Swedish defense industry but also serving civilian customers' needs.
- After having received the first large international order the firm now stood to market itself on a broader international market.
- An open question: What resources would the firm requires to compete in a global arena that differs in many ways from its well-known Swedish defense industry?
- The firms structure demands too much of the managers leaving them unable to offer sufficient support for other divisions to prosper.

The Early Years: Rune Thyselius

- Rune Thyselius was born in 1962 in Stockholm, Sweden.
- He was the son of an engineer and a stay-at-home mother who later went on to work for the city.
- He grew up in the southern part of Stockholm. His father worked at the telecom firm Ericsson for the the entirety of his career.
 - Thyselius also had a sister that worked at Ericsson also. Growing up he gained major interest in science and engineering just like his father, but he did not wish to work for a large firm.
- In 1981 he started studying electrical engineering and computer science at the well reputed Royal Institute of Technology in Stockholm. While at school, he became friends with Magnus Sjöland, an ambitious mathematics major.