

NILS WIJCKMARK

Market Expansion Leader · P&L Operator · Board Advisor

+46 70 775 56 40 nils.wijckmark@gmail.com [LinkedIn](#) Stockholm / Toronto / Malta



RECENT EXPERIENCE

Regional Director, Americas

Bolt

01/2025 - 08/2026 Toronto, Canada

Regional Director for the Americas, responsible for building the operating platform for scale across South and North America as a member of Bolt's global ride-hailing management team.

- Hired and led a top-tier team of 15 in Toronto and 12 in Paraguay, building the regional operating base from scratch.
- Grew the Toronto market to close to 20% share in under a year, overtaking Lyft as the second-largest player.
- Expanded Paraguay market share from 75% to 90% while keeping headcount flat and increasing profit margin by 5pp.

Sr. General Manager UK & Ireland

Bolt

07/2024 - 01/2025 Stockholm, Sweden & London, UK

Sr. General Manager for Bolt's largest GMV region globally, leading UK & Ireland performance and execution alongside my Northern Europe & DACH remit.

- Grew annualised GMV from €800m to €1.2bn while reducing headcount.
- Partnered with stakeholders across Public Policy, Tax, Legal, Product, and Customer Support to align execution across the region.
- Lifted profit margin to 4% and introduced a new operating model that avoided potential liabilities of €200m.

Regional General Manager, Northern Europe & DACH

Bolt

02/2019 - 12/2024 Stockholm, Sweden

First employee for Bolt in Northern Europe. Launched and scaled operations across 10 countries, growing regional GMV from €0 to €1bn+, increasing profit margin from negative to 4+, and building one of Bolt's strongest operating regions globally.

- Grew regional GMV from €0 to €1bn+ and market share from 0% to 50%+ across Northern Europe and DACH.
- Hired a team of 60+ and built durable market leadership, with 7 of 9 General Managers still in role after 7.5 years.
- Led Bolt's first-ever acquisition, entering the Danish market inorganically.
- Launched Bolt for Government, opening a new public-sector vertical across the region.
- First ride-hailing operator in Europe to win public-transport tenders, opening a €5bn government-transport category.
- Built the regional operating structure and HQ alignment that kept the region compounding after handover.

SELECT FOUNDER ROLES

Golf with Mates — Founder 04/2026 - Present

Building a real-time group scoring and settlement app for golfers; live in Sweden, the US, Canada and the UK.

Jobcast — Co-founder (exit) 10/2019 - 05/2026

Raised 6M SEK and grew to 4M SEK ARR with 200+ enterprise customers before exit in 2026.

TaskRunner — Co-founder & CEO (exit) 08/2016 - 03/2020

Pioneered the gig-economy model in Sweden and Kenya; grew turnover from 0 to 13M SEK and raised over 10M SEK before acquisition by The Buddy Company in 2020.

SUMMARY

P&L operator with 15 years scaling companies internationally - €2.6bn in combined annual GMV under regional ownership, 300+ people led, 15+ markets launched from scratch, and a seat on Bolt's global ride-hailing management team. Most companies don't stall because the product is wrong; they stall because nobody has built the strategy, go-to-market engine, and organization to take it into a new market profitably. That's the problem I've solved repeatedly - as a Bolt regional leader, a six-time founder, and a board member across seven companies.

CAREER HIGHLIGHTS

15+ markets launched or scaled

Built and led market entry and scaling across Europe, North/South America, and Africa.

€2.6bn annual GMV under P&L ownership

Held full regional accountability across Bolt leadership roles.

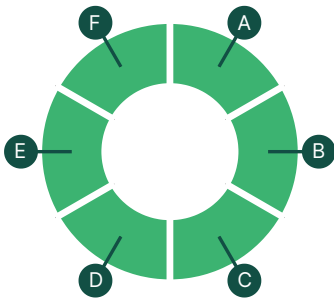
300+ team members led

Built and led direct and indirect teams across multiple markets and functions.

34M SEK raised across founder-led ventures

Raised capital across fintech, marketplace, and SaaS businesses.

WHAT I BRING



- A Leadership
- B P&L Ownership
- C Turnaround & Margin Improvement
- D Org. Design & Scaling
- E Strategy
- F Entrepreneurship

LANGUAGES

Swedish	●●●●●
Native	
English	●●●●●
Proficient	
Norwegian	●●●●●
Advanced	

SELECT FOUNDER ROLES

	Financial Tech Sweden — Co-founder & Deputy CEO (exit)	 07/2015 - 12/2017
Grew annual turnover from 200k to 21M SEK, processed over 350M SEK in transactions, raised 18M SEK in capital, and executed API licenses in Sweden and the UK.		
	Contribute Ltd. — Co-Founder & Director	 06/2013 - 02/2024
Built a purpose-driven consumer goods company donating a share of revenue to clean-water projects in Africa.		

BOARD & GOVERNANCE

	Appjobs — Board Member	 01/2023 - 12/2024
Board oversight for a global gig-worker platform focused on jobs and support services.		
	Bolt — Subsidiary Board Member	 01/2019 - 12/2024
Board member during Bolt's regional scaling in the Nordics.		
	TaskRunner — Board Member	 01/2016 - 10/2020
Board oversight during scale-up in Sweden and Kenya through growth and acquisition.		
	Cleo/SweetPay — Board Member	 01/2015 - 12/2017
Board oversight during scale-up from 200k SEK to 21M SEK in annual turnover.		
	Snowball Invest — Board Member	 01/2015 - 12/2017
Governance and investment oversight across a portfolio of 5 companies.		
	Defentry — Board Member	 01/2015 - 12/2016
Board oversight for a cybersecurity company serving corporate customers across Europe.		
	Delta Inkasso — Chairman of the Board	 01/2015 - 12/2016
Co-founded the company and secured a debt collection agency license.		

EDUCATION

Master of Laws (LL.M.), European Business Law		
Lund University		
 01/2012 - 06/2014		Lund, Sweden
Bachelor (exchange), Business Administration, Management, Accounting and Operations		
HEC Montréal		
 01/2011 - 12/2011		Montréal, Canada
Bachelor (B.Sc.), Business Law		
Lund University		
 01/2009 - 12/2011		Lund, Sweden

AWARDS

	Prince Oscar Fredrik Scholarship
	Stig Lindskog Scholarship
	SaaS employer branding platform of the year

PUBLICATIONS

Master's Thesis	
Possible Improvements of Controlling Acquisitions of Minority Shareholdings	
Nils Wijkmark	
 05/2014	 Link
Bachelor Thesis (Swedish)	
Is the Personal Data Act anachronistic in an increasingly globalised environment?	
Nils Wijkmark	
 04/2011	 Link

INTERESTS

	Family
	Golf
	Boating
	Tennis
	Snowboarding