

JURATE SELANDER

GLOBAL MARKETING & COMMUNICATIONS

Life Science • Product Marketing • International Growth

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PROFILE

Strategic and hands-on global marketing communications professional with 9+ years of experience in Life Science and scientific instrumentation. Skilled at translating complex product and application information into clear positioning, commercially relevant campaigns and practical sales support. I bring end-to-end experience across product launches, portfolio communication, brand development, distributor enablement, expert-led education and digital growth. Creating clarity, building alignment across functions and turning strategy into high-quality execution for international markets.

CORE VALUE

PRODUCT & COMMERCIAL	Positioning, portfolio communication, launches and sales enablement
GLOBAL ACTIVATION	Distributor marketing, cross-market campaigns and consistent messaging, direct sales-EU, China
SCIENCE TO STORY	Expert-led education, KOL content and clear customer-value communication
DIGITAL GROWTH	HubSpot CRM, demand generation, analytics, SEO, GEO/AEO

PROFESSIONAL EXPERIENCE

Communication and Inbound Marketing Manager | Biolin Scientific AB

Sep 2022 -Present | Gothenburg, Sweden

- **Global portfolio:** Global marketing communications for QSense, Attension and KSV NIMA-three scientific-instrumentation brands serving research and industry worldwide.
- **Positioning:** Translate technical and application knowledge into clear customer-value messaging for international customers, sales teams and distribution partners.
- **Product launches:** Lead end-to-end launches and portfolio campaigns-from go-to-market planning and messaging to sales materials, distributor toolkits, digital activation and optimization.
- **Cross-functional work:** Partner with sales, product management, application scientists, R&D and external experts to turn customer and market insight into relevant campaigns and education.
- **Education & engagement:** Create expert-led webinars, application content, customer stories, workshops and digital learning resources that build trust and commercial opportunity.
- **Sales & distributors:** Equip sales teams and distributors with clear priorities, launch plans and adaptable assets, supporting consistent messaging and effective local execution.
- **Digital performance:** Develop the inbound engine through HubSpot CRM, websites, email automation, social media, video, SEO and emerging GEO/AEO practices; contributed to a 25%+ increase in leads.
- **Ownership & improvement:** Introduce responsible AI-supported workflows, responsible for yearly digital and communication strategies, establish project priorities and present strategies, KPIs and recommendations to senior management and the CEO.

Marketing Specialist | Biolin Scientific AB

Apr 2017 – Aug 2022 | Gothenburg, Sweden

- Delivered multi-channel campaigns, product communication, sales materials, landing pages, email programs and educational content for global Life Science and materials-science audiences.
- Built hands-on expertise for paid and organic digital channels, lead generation, analytics and campaign improvement.
- Produced expert webinars, customer stories, application content, video and event communication while helping evolve the company's brand and commercial messaging.

EARLIER EXPERIENCE

Freelance Marketer | Independent

2015-2017 | Gothenburg, Sweden

- Supported clients with practical marketing communication, content and digital activities, adapting quickly to different audiences, priorities and brand contexts.

PR / Digital Marketing | Utrikespolitiska Föreningen Göteborg

2015 – 2016 | Gothenburg, Sweden

- Supported public relations and digital communication for a member-led organization, promoting activities and strengthening audience engagement across communication channels.

SELECTED MARKETING CAPABILITIES

Strategy & leadership: Global marketing planning, product positioning, go-to-market strategy, budget prioritization, team and project coordination, KPI frameworks and executive presentations.

Product & commercial marketing: Portfolio communication, product launches, customer-value messaging, sales materials, campaign development and close collaboration with sales, distributors and technical teams.

Education & engagement: Expert- and KOL-led webinars, conferences, customer stories, workshops, digital learning resources, video and event communication.

Growth & digital: Inbound marketing, lead generation, conversion journeys, campaign optimization, websites, CRM, email automation, SEO, GEO, AEO, paid media and organic social.

Global activation: Distributor enablement, partner toolkits, international campaign coordination, sales collaboration and adaptable multi-market execution. Support to direct marketing in China.

AI-enabled marketing: AI-assisted research and analysis, workflow improvement, AI-search readiness, responsible governance and human expert review.

TOOLS & PLATFORMS

HubSpot CRM & Marketing Hub • GA4 • Google Search Console • Google Ads • LinkedIn Campaign Manager • CMS/website publishing • Adobe • Webinar and video platforms • AI productivity and content tools

EDUCATION

Aarhus University - International Communication and Multimedia 2008-2011

University of Gothenburg - International Communication 2012-2013

LANGUAGES

Lithuanian • English • Swedish

ADDITIONAL VALUE

- Combining long-term strategic thinking with hands-on delivery. From the first positioning discussion to published assets, sales activation, measurement and improvement.
- Experienced in a purpose-led Life Science environment where clear communication, scientific credibility and commercial impact must reinforce one another.
- International outlook with experience supporting global brands, local markets, direct sales teams, technical experts and external distribution partners.