

JOHAN RUTBERG

FINANCE & AI TRANSFORMATION / FINANCIAL MANAGEMENT / CONTROLLING

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PROFILE

Finance professional with 15+ years of experience across international group finance, controlling and hands-on accounting. Led day-to-day finance operations, reporting and budgeting; coordinated cross-border accounting and board reporting; and implemented financial systems and workflows. More recently, developed a detailed view of accounting processes across diverse clients while exploring how AI-assisted development can make finance more useful to the business. Now looking to combine operational finance leadership, transformation and technology in a wider role.

CORE CAPABILITIES

Group finance & board reporting • Budgeting & forecasting • Accounting & controls • Finance process design • Systems implementation • International coordination • AI-assisted product development

PROFESSIONAL EXPERIENCE

Accounting Consultant | Cloud Redovisning & Administration AB Oct 2023 – Present

End-to-end accounting and financial support for a varied portfolio of businesses, deliberately building deeper expertise in transaction-level processes and different business models.

- Manage bookkeeping, reconciliations, VAT, financial reporting and period-end work across client companies.
- Work across differing industries, transaction types and financial systems; contribute to business-system evaluations and implementation discussions.
- Independently test AI tools and develop practical prototypes to explore how finance workflows could be redesigned.

Finance Manager / Financial Controller | Oxford Leadership Mar 2019 – Nov 2022

Financial management and controlling for a multinational group with entities in Sweden, the UK and the US.

- Owned management reporting, budgets, forecasts, cash-flow planning and financial analysis; reported financial information to the board.
- Coordinated accounting firms in different countries and worked with consolidation, audits and statutory reporting.

Independent Finance Consultant | Own consultancy Sep 2015 – Mar 2019

Finance, controlling, reporting and accounting support for clients with different systems and operational needs.

Manager of Financial Control | Hyper Island May 2011 – Sep 2015

Led the operational work of the accounting team, reporting to the CFO, across seven group companies: four in Sweden and one each in the UK, US and Singapore. The group also held real-estate assets.

- Helped move finance operations from Karlskrona to Stockholm and bring UK and US accounting activity previously handled externally into the internal operation.
- Designed processes and implemented accounting, reporting and invoice-authorization systems.
- Owned practical finance activities, built group budgets and forecasts, and led initial planning discussions with operational stakeholders.

JOHAN RUTBERG

SELECTED WORK, EDUCATION & TECHNOLOGY

SELECTED AI & PRODUCT DEVELOPMENT

I use AI coding agents to turn business problems into testable software. My contribution is product thinking, financial logic, workflow design, decisions and testing—not traditional hand-written software engineering.

Mailhandler PROTOTYPE / PILOT PLANNED

A workflow application for an accounting firm that turns email conversations into trackable team tasks, client assignments and recurring work.

- Defined requirements and workflows and directed development using Claude Code; integrated Microsoft 365 through Microsoft Graph.
- Implemented features for delegation, permissions and audit history; the project includes approximately 230 automated tests.

Automotive accounting automation IN DEVELOPMENT

A tool for a vehicle trader with varying VAT treatments, linking sales and purchase reports with scanned supporting documents and accounting rules.

- Designed the validation and posting workflow and connected the solution to Fortnox through its API.

Restaurant Intelligence IN DEVELOPMENT

A hospitality-focused prototype linking supplier invoice lines, ingredient price histories and recipe costing to make purchasing data more useful for operational decisions.

- Designed around source traceability: invoice → supplier product → ingredient → recipe cost → financial insight.

EDUCATION

Artificial Intelligence Business Consultant | Hyper Island | 2021–2023

18-month program covering AI business applications, organizational development, team dynamics and collaboration.

Bachelor of Business Administration | Lund University

Business administration, accounting and finance, with additional taxation coursework.

EARLIER ROLES & SYSTEMS

Earlier experience Human Performance Consulting, Billig Teknik, NYKCOOL, Doro AB and NYK Reefers (London).

Finance & analysis Fortnox, Visma, Xero, QuickBooks, SAP, Excel and Power BI.

AI-assisted development Claude Code, GitHub, Microsoft Graph, API integrations and Lovable.

Languages Swedish (native) • English (fluent)