

## Sigmund L. Løvold

TOTALiNFORM AS  
Sondrevn. 2 H  
N-0378 Oslo, Norway  
Tel.: +47 21 91 68 40  
www.totalinform.com



Home address:  
Sondrevn. 2 H  
N-0378 Oslo, Norway  
Tel.: +47 21 90 97 23  
Mobile: +47 932 24 006  
E-mail: sigmund@totalinform.no

### EMPLOYERS 1974-2005

Norges Industriforbund

Selvigs Forlag

Fellesutvalget for samfunnskontakt

Elektrisk Bureau a.s

Mekaniske Verksteders Landsforening

**TOTALiNFORM AS (since 1988)**

### WORK HISTORY

Co-owner, TOTALiNFORM AS, Oslo, Norway,  
1988 -

Established a public relations agency specializing in in-house/external communication, international market communication, media contact, public affairs, desktop publishing, computerized design of logos, advertisements, overhead transparencies, printed matter, Internet production and maintenance. Services also included the management of the American Club in Oslo, 1989-1995 (US Chamber of Commerce in Norway from 1993). Took, in a period from 1995 to 1997, on responsibility as department manager of Infotema's public relations and advertising agency. Introduced editorial, translation and Internet services, acquired several new customers, and increased the staff from 11 to 15 during 1996. Acted as profiling consultant to the 6th Norwegian Nurse Congress in 2002, including all printed material and website. Was engaged by the Norwegian Research Council to assist in profiling policy matters and the establishment of communication routines for the *SkatteFUNN* section during 2002-2003.

Lecturer, Institute of Marketing in Oslo, Norway,  
1988 - 89

Planned and taught a graduate course in public relations and communications.

Director of Public Relations,  
The Federation of Norwegian Engineering Industries, Oslo, Norway,  
1987

Established a public relations function and developed press relations, members information service and profiling material. Planned and implemented media training. Laid foundation for new graphic design.

Vice President of Community Relations, Elektrisk Bureau a.s, Oslo, Norway  
1984-87

Advised the board and top management on public affairs and profiling. Planned and implemented a new graphic design program for Norway's second largest industrial. Developed international relations through promotional activities at the World Fairs in New Orleans and Tsukuba, Japan. Organized promotional activities worldwide in connection with "Saga Siglar" sponsorship. Developed contacts with national and international press by organizing press visits and tours to worldwide subsidiaries. Planned and led press conferences and developed systematic press relations. Produced video presentations for the corporation and subsidiaries. Produced records/tapes for internal/external goodwill promotion. Established new corporate magazine for internal/external profiling. Edited and produced annual reports, share issue information, AV presentations.

# RESUME

Editor, Industrial Politics Press Agency,  
Joint Council for Industrial Politics, Oslo, Norway,  
1978-84

Produced weekly press packages for daily and professional press. Pioneered introduction of private radio in Norway through syndicated weekly distribution of radio programs with emphasis on industrial politics. Designed and implemented media training programs for Norwegian industrial managers. Designed and implemented lobbying program in connection with parliamentary and local elections. Initiated industrial trainee program for Norwegian MPs.

Editor-in-chief, "Northern Offshore", Selvig Publishing a.s, Oslo, Norway,  
1977

Editorial duties for monthly oil and gas magazine published in English.

PR consultant, Federation of Norwegian Industries, Oslo, Norway,  
1974-77

Planned and implemented new program for school/industry relations. Wrote press releases and conducted press conferences. Represented the federation on a national committee for consumer affairs. Edited monthly newsletter for member organizations.

Lecturer, Norwegian School of Management, (BI), Oslo, Norway,  
1976-79

Co-planned and taught a graduate course in public relations and communications.

Company secretary, Consumer Council of Norway, Oslo, Norway,  
1973-74

Developed short-term and long-term strategic plans and budget proposals for the organization. Acted as liaison between the Council and industry. Editor-in-chief of "Consumer Report" for an interim period.

PR consultant, University of Oslo, Oslo, Norway,  
1971-73

Coordinated internal university communications. Redesigned and produced bi-weekly bulletin.

## EDUCATION

Master of Arts degree in American Studies, with emphasis on international politics, urban development and historical and cultural development, Case Western Reserve University, Cleveland, Ohio,  
1970-71

Cand. mag. degree, with majors in English, French, and Pedagogics, University of Oslo, Oslo, Norway,  
1964-69

Degree in journalism, Norwegian School of Journalism,  
1967-68

Other education: Language and cultural studies, University of Exeter, England . Language and cultural studies, Université d'Angers and Université de Lyon, France

REFERENCES available upon request