PETER KJELLBERG

Talent Acquisition Lead & HR Specialist

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SUMMARY

Impact-driven Talent Acquisition Lead and HR Specialist with extensive experience building and scaling high-performing teams in fast-paced tech and gaming companies. Proven track record in designing scalable TA processes, implementing modern tools, coaching hiring managers, and leading hands-on recruitment for complex technical and creative roles.

CORE COMPETENCIES

- **Strategic TA & Scaling:** Process design, capacity planning, talent analytics, and ATS implementation.
- **Tech & Creative Recruiting:** Sourcing and headhunting for game development, engineering, UX/art, and leadership.
- **HR Leadership & Advisory:** Management coaching, onboarding, employer branding, and organizational change.
- **AI & Automation:** Leveraging generative AI tools, automation, and modern ATS platforms for TA optimization.

EXPERIENCE

GOALS | *Gaming / Tech (Seed to Scale-up)*

Talent Acquisition Lead (May 2023 - Dec 2026), **Talent Acquisition Specialist (Consultant)** (Jan 2023 - Apr 2023)

- **TA Infrastructure:** Built and professionalized early-stage recruitment processes, introducing structured interviewing and data-driven methods.
- **Strategic Advisory:** Partnered with founders and executive leadership on workforce planning, capacity management, and skill gap analysis.
- **Hands-on Sourcing:** Owned full-cycle recruitment for critical roles across game development, C++ tech, art, design, and leadership.

Birk Recruitment & HR | *Strategic TA & HR Consulting*

Founder & Head of Ginger (Apr 2021 - Present)

- Supporting growth companies with strategic and operational TA expertise, interim HR leadership, and advisory on how to build strong, thriving teams.

Polestar

Senior Talent Acquisition Consultant (Jan 2022 - Dec 2022)

- **High-Volume Tech Hiring:** Hired over 100 tech specialists and leaders (Node.js, React, TypeScript, .NET Core, AWS) during rapid e-commerce expansion.
- **Process Optimization:** Streamlined evaluation workflows to reduce time-to-hire in a global setting.

H&M Group

Talent Acquisition Partner, AI, Analytics & Data (Jan 2020 - Dec 2021)

- Secured critical talent for H&M Group's business and tech transformation, focusing on scaling engineering and product teams within the AI, Analytics, and Data division.

Tink | *Fintech (Early Stage to Scale-up)*

HR Business Partner (Nov 2018 - Jan 2020), **Talent Acquisition Partner** (Apr 2018 - Nov 2018)

- **Hyper-growth Scaling:** Scaled the company from ~60 to 250+ employees while reducing agency reliance and focusing on engineering leadership.
- **Leadership Coaching & HR Support:** Coached new managers and provided strategic HR support through a major B2C to B2B business pivot.

DICE (EA Digital Illusions CE AB) | *Gaming*

Line Manager (Feb 2016 - Apr 2018), **Recruiter** (Sep 2011 - Feb 2016)

- **People Leadership:** Managed ~40 creatives in content disciplines (Animation & Art). Oversaw compensation, performance, and staffing.
- **Studio Expansion:** Led recruitment during major growth phases (Battlefield series, SWBF1&2, Mirrors Edge).
- **University Partnerships:** Built university outreach programs to create a steady internship pipeline for game studio roles.

BOARD & INDUSTRY ENGAGEMENT

- **Board Member, PlaygroundSquad** (2011 - 2015)
- **Board Member, FutureGames** (2011 - 2015)

EDUCATION & CERTIFICATIONS

- **Bachelor of Science in Sociology / Human Resource Management** | Umeå University (2006 - 2010)
- **Leadership Development Program** | Evidenta gruppen (2016)
- **Professional Presentations Certification**

ENTREPRENEURSHIP & INTERESTS

- **Founder & Comedian, Skratta med Käften Comedy Club** (2011 - 2016) | Winner of Bungy Comedy 2011
- **Lecturer, Confederation of Swedish Enterprise** (2004 - 2005)
- **EA Action Award Recipient** 2013