

# Presentation

Veronica Boxberg Karlsson

Born July 11, 1957, lives in Vallentuna, Sweden with her husband Thomas and dog Pavarotti. Three adult children. Interested in Travel, golf and wine.

Veronica has 25 years experience in leading positions within retail and the hospitality industry. Founded her first company 1995 and is an author since 2006.

Training/Experience: Dipl. Market Economist, IHM Business School, studied Strategic Planning at Cornell University in USA. Performed the SIQ's Examinator Training for Quality Consultants and Chamber of Commerce Board Management Training.



Veronica is the founder and sole owner of AB Bättre Affärer which is the parent company of AB Better Business World Wide. Better Business helps companies to identify improvements from the Customer's perspective through Mystery Shopping and Market Research. Better Business has 20 employees at the office in Vallentuna, over 60.000 Mystery Shoppers and has performed assignments in more than 50 countries. [www.betterbusiness.se](http://www.betterbusiness.se) Parent company website: [www.baff.se](http://www.baff.se)



MSPA, the Trade Organization for Mystery Shopping started in USA 1997. 2001 Veronica founded MSPA Europe and was its President 2001-2003. Veronica was Chairman of the MSPA Global Board during 20009-2010. MSPA is now present worldwide with more than 350 members. [www.mspa-global.org](http://www.mspa-global.org)



Veronica has written several books about Mystery Shopping for managers and employees. The books are currently available in 13 languages. [www.betterbusinessbooks.se](http://www.betterbusinessbooks.se)



Veronica is engaged to speak at Seminars and Workshops about Mystery Shopping, Service and Quality, to educate colleges and clients worldwide. [www.mysteryshoppingacademy.com](http://www.mysteryshoppingacademy.com)

Scandinavian Service  
and *Quality Award*



European Service  
and *Quality Award*

Veronica founded the Quality Development Program, SSQ Award in 2002. Since then, SSQ Award has presented hundreds of Certificates and Honorable Mentions to Business Hotels and Conference Centers participating in the B2B program. The purpose is to help the companies to work with continuous improvement of Service and Quality. [www.ssq-award.com](http://www.ssq-award.com)  
2010 the SSQ Award program was accredited by HOTREC according to European Hospitality Quality. The program will now be launched in countries outside Scandinavia. [www.esq-award.com](http://www.esq-award.com)



The SSQ Hospitality program is similar to the SSQ Award program but designed for companies which have private consumers as their customers. The categories are travel, accommodation, food & beverage, experience and service/support. The Tourist in Europe concept evaluates 18 service moments during a stay at a tourist destination. [www.tourist-in-europe.com](http://www.tourist-in-europe.com)

## Veronica's awards and other engagements

Awarded MSPA Europe Hall of Fame Award 2005

Received the price as the Company Leader of the Year 2007 by Vallentuna Community and Swedish Federation of Business Owners.

Better Business World Wide was appointed as a "Gazelle Company" 2008

Finalist in PricewaterhouseCoopers/Beautiful Business Award 2008

Nominated to Ernst & Young Entrepreneur of the Year 2009

Veronica is since many years board member of the Chamber of Commerce in Vallentuna.



## Other memberships



ESOMAR, the trade organization for Market Researchers.

Svenskt Näringsliv, The Confederation of Swedish Enterprise.

Svensk Handel, Swedish Trade Federation.

## Contact information:

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