



Ulrika Hedlund

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Biography

Ulrika Hedlund is a tech entrepreneur with a passion for technology and storytelling. She is the founder and Managing Director of Storyals, an Ed-Tech start up with a modern, subscription-based solution to help organizations inspire, motivate and educate users on how to effectively use technology through video-based storytelling. Ulrika is a frequent blogger, public speaker and an active spokesperson for women in IT.

Ulrika started her career as a Systems Engineer at Microsoft in Sweden 1997 and moved to the UAE in 2007 where she held numerous positions in Microsoft Gulf. In 2011, after finishing her MBA she resigned from Microsoft and founded her first company – Business Productivity, a media and consulting business. Today she has multiple companies with employees in four countries.

Ulrika has a Master of Science (MSc) in Electrical Engineering from the Royal Institute of Technology in Sweden and an Executive Master of Business Administration (EMBA) from London Business School. She has been identified as a top technology visionary and selected as a trusted advisor to Microsoft as part of their Regional Director Program. She is married to Peter and they have three children, 10, 8 and 5 years old.

Session: Get Organized Using OneNote

Digital information that can be saved in the cloud and accessed from anywhere, is a great asset – but, if not organized properly, it can become a burden. In this session you will learn how to effectively use OneNote to organize notes, photos, receipts, tasks, and much more.

Ulrika will give a quick overview of OneNote, including how to set up OneNote to synchronize across different devices.

Learning Objectives:

You will also learn how to use OneNote in real life to:

- Gather and organize various types of information
- Prepare for a meeting
- Take effective meeting notes
- Search and share notes
- Access notes from anywhere

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