

# Per Holknekt



Per Holknekt is one of Sweden's top rated and most popular speakers. The stories and teachings from his roller coaster life are very compelling, and it is his huge variety archive of experience that makes him unique.

Per is a very well-known Swedish entrepreneur and the founder of several companies, the most successful being the clothing company Odd Molly. A very engaging speaker, he tells the stories of both high and low points in his life and his story is truly motivating.

Per grew up in Dalarna, Sweden. His father was a police officer and his mother a school principal. In the 1980's he moved to Hermosa Beach, California, where he was a professional skateboarder, winning several international competitions. While in California, Per founded the skateboarding magazine **TRANSWORLD SKATEBOARDING**. He returned to Sweden and studied economics, and then started the skateboard company Street Style with his brother Thomas. Later, he went on to found another skateboard company, Svea, which launched a skateboard brand and a clothing label.

Per suffered from alcoholism, and went through a life crisis. He lost everything and became homeless, supporting himself by selling the Stockholm street newspaper **SITUATION STHLM**. He sought treatment for his addiction and eventually regained sobriety. After four months of being sober he was a housemate on the first season of the Swedish **BIG BROTHER** series, in which he finished in second place, voted off on the last day.

In 2002 Per started working with fashion designer Karin Jimfelt-Ghatan, and together they created the international clothing company Odd Molly and became "Founders of the Year" in 2010 at Sweden's annual entrepreneurial gala **ENTREPRENÖRSGALAN**. In 2013 Per left Odd Molly to work as a branding consultant for various companies.

Other ventures include launching a magazine, hosting a radio show in Sweden and writing his autobiography **PER HOLKNEKT 1960–2014**, co-written by Markus Lutteman. Per is also a successful pinball player, and has participated in national, European, and world championships hosted by the Professional and Amateur Pinball Association.

Per is fun, motivational, moving, and a fantastic speaker to leave the audience inspired and raring to go.