



Mats Ekdahl

Mr. Mats Ekdahl is currently a Director-General at the Swedish Ministry of Defence but has also been chief editor of both magazines and morning papers for many years. Prior to his present position he was Director-General of the National Board of Psychological Defence for seven years. In the latter position he played a key role in the government's attempts to ease the national traumas caused by two disasters that have struck Sweden in recent years: the Estonia ferryboat disaster in the Baltic Sea in 1994 and the Tsunami in south east Asia in 2004. As head of the Swedish Psychological Defence, Mr. Ekdahl was responsible in the building of the unique information bank, called M/S Estonia Document Collection (www.estoniasamlingen.se) created in memory of the 852 people who lost their lives when M/S Estonia was shipwrecked.

The cooperation and trust that exist between the Swedish State and the Swedish media sector was probably the hallmark of the Swedish psychological defence organization. And with his broad experience from virtually all media Mr. Ekdahl was appointed chairman of the Swedish Media Preparedness Council. He has also been chairman of the Total Defence's Information Council, chairman of the Estonia Disaster Reference Group, member of the Armed Forces Council of Transparency and member of the National Relief Council that was formed after the Tsunami Disaster.

In the past Mats Ekdahl has had a long career as editor and publisher of magazines and newspapers. He has been Editor-in-Chief of the daily paper "Arbetet", Editor-in-Chief of the Swedish Medical Journal, Editor-in-Chief of the weekly magazine "Vi" and Editor-in-chief of the advertising and media magazine "Resume". Mats Ekdahl has been awarded the Swedish equivalence of the Pulitzer Prize "Stora journalistpriset" twice. He has also been awarded Channel 3's Prize for Journalism. In 1994, Mr. Ekdahl was appointed the first visiting professorship of journalism at the University of Stockholm. He has also been Special Advisor at the Ministry of Culture and member of the Board of the National Swedish Television Corporation. Mr. Ekdahl is also the author of several books on the history of newspaper publishing- and advertising history (but his writing also includes a keen interest in skiing and cooking).

Mats Ekdahl is married to Margareta Rasmusson Ekdahl and has two children.

