investor

Investor AB, founded by the Wallenberg family in 1916, creates value for people and society by building strong and sustainable companies. Through substantial ownership and board participation, we drive initiatives that we believe create value and support our companies to remain or become best-in-class. Our portfolio is organized in three business areas: Listed Companies, Patricia Industries and Investments in EQT.

Press release Stockholm December 10, 2025

Ulrika Elfving joins Investor as General Counsel

Ulrika Elfving, currently General Counsel at Electrolux Group, has been appointed new General Counsel and member of the Executive Leadership Team at Investor.

For the last 15 years Ulrika has held various roles at Electrolux Group, including four years as General Counsel. Prior to Electrolux she spent 10 years at the law firm Gernandt & Danielsson. Ulrika has a law degree from Stockholm University.

"I am delighted to welcome Ulrika to Investor. With her broad experience and personal qualities, she will bring new and valuable perspectives to the company", says Christian Cederholm, President and CEO.

"This is a truly challenging and exciting role, and I am very much looking forward to joining. Legal aspects are an integral part of being an active owner and I hope that I can partake in developing Investor for the future", comments Ulrika Elfving.

Ulrika Elfving will assume her position during the second quarter of 2026.

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Our press releases can be accessed at www.investorab.com.