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Rasmus Järborg assumes the role as CEO of Nordnet

On April 1, 2026, Rasmus Järborg assumes the role as CEO of Nordnet. He succeeds Lars-Åke Norling who is leaving the position and is proposed by the nomination committee as a new board member and Vice Chair of the Board. In connection with the leadership transition, the Executive Management team is expanded by four members and a new business area, Wealth Management, is formed.

Rasmus Järborg has been employed at Nordnet since 2018 in the role of Chief Product Officer. In 2021, he was also appointed Deputy CEO. During his nearly eight years at the company, Järborg has been responsible for Nordnet's product offering across the Nordics and has led the development of the website and app. Rasmus has extensive experience from the financial industry and, prior to his time at Nordnet, worked for over ten years at SEB, including as Chief Strategy Officer, and nine years at UBS in London.

"I look forward to continuing to develop Nordnet and, together with the organization, execute the strategy that the management and Board have established for Nordnet's continued growth. We are already in full swing delivering on our key priorities, such as the launch in Germany, the next generation of our trading offering, and the use of AI within both internal processes and the customer offering," says Rasmus Järborg, CEO of Nordnet.

In connection with Järborg assuming the role as CEO a new business area is formed within Nordnet – Wealth Management. The newly established business area includes the fund business, the fund company Nordnet Fonder, and the further development of the Private Banking concept. The Head of Wealth Management will be Alexander Frick, currently Head of Business Management in Nordnet's Swedish organization.

Nordnet's Executive Management team is expanded by four people: Quincy Curry, Chief Brokerage Officer (employed at Nordnet since 2022), Jakob Bergfeldt, Chief Credit Officer (2014), Mattias Schyberg, Chief Product Officer (2015), and Alexander Frick, Chief Wealth Management Officer (2024). The management team is otherwise unchanged and consists, in addition to the CEO and the newly appointed members, of Lennart Krän (CFO), Carina Tovi (Chief HR Officer), Johan Tidestad (Chief Communications Officer), Elias Lindholm (CTO), Per Lindberg (CEO Nordnet Pension), and the Country Managers Gabrielle Hagman (Sweden), Mari Rindal Øyen (Norway), Tine Uldal (Denmark), Suvi Tuppurainen (Finland), and Markus Pertlwieser (Germany).

"Nordnet is fundamentally a technology-driven product company. By integrating product roles directly into the Executive Management team, we create a leaner organization and shorten the path from idea to launch. This provides us with the conditions to respond faster to savers' needs and increase the pace of innovation," says Rasmus Järborg, CEO of Nordnet.

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