



Maria Andersson appointed new CDO at AhlSell

Maria Andersson has been appointed new Chief Digital Officer, CDO, for the AhlSell Group and will be part of Group management.

AhlSell's digitalization journey continues, and we are further developing our digital business and way of working. We are creating solutions that effectively support and improve operations, but also make everyday life easier for our customers, suppliers and employees.

Maria Andersson has several years' experience of digital customer-centric development and comes from a similar role at SAS. She has also worked with digitalization within Scandic Hotels and eBay. She will assume her new position at AhlSell on 7 March 2022.

- AhlSell is investing heavily in order to digitalize our entire business. Over the next few years, we will invest in enhancing automation, improving the digital customer experience and in innovation. It is a journey of change that will pervade the entire Group. I am delighted to welcome Maria Andersson to us, says Claes Seldeby, CEO of AhlSell AB.

For more information please contact:

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AhlSell is the leading Nordic distributor of installation products, tools and supplies addressing installers, contractors, facility managers, industry, energy companies and the public sector.

The Group has a turnover of approximately 34 billion SEK and with more than 5700 skilled employees, over 240 stores and three central warehouses, we are committed to our customer promise: AhlSell makes it easier to be professional!

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