

Bluestep Bank.

Anna Fogelström joins Bluestep Bank AB (publ) as CIO

Anna Fogelström has assumed the role of Chief Information Officer at Bluestep Bank. Anna has lengthy experience from digitalization within banking and financial services with focus on building strong and efficient IT organizations. Anna joins Bluestep Bank from Swedbank, and the role of Head of CTO Office and Enterprise Architecture. Anna's experience will be a welcomed addition to the Senior Management Team, and her knowledge will be highly valuable as the company continues its digital transformation journey.

In 2018 Bluestep Bank set out on a new strategic route where digitalization played an integral part and 2021 marked a year of digital deliveries. The company has successfully launched one Nordic core banking platform, which will ensure streamlined operations and facilitate expansion into new markets. In addition, we have centralised our back office in Stockholm, digitized many customer journeys, and launched SMART a new onboarding system in Norway and Finland, adding another dimension of scalability and efficiency to the company as we continue to grow. But our digital transformation is still a prioritized area, with many deliverables still to implement.

"I am very proud over the deliverables so far in terms of our digital transformation. But a surrounding world that moves very quickly, especially in terms of new technological opportunities, we need to always be on our toes to ensure that we are a leader in digitization, both for our customers, employees and for society. Annas competencies and experiences will bring us closer to this goal, and I warmly welcome her to our team", says Björn Lander, CEO of Bluestep Bank.

Anna has previously worked with IT operating model improvements and customer communication solutions and brings experience in building strong teams focused on efficiency and delivery.

"I am very excited to join Bluestep Bank, a company with a strong ESG agenda and commitment to societal issues. I look forward to contributing to building a scalable and customer focused mortgage bank. I am both passionate and experienced in building teams that keeps the customer experience in focus. In addition, I hope to further contribute to the data driven mindset established into our product development", says Anna Fogelström, newly appointed CIO at Bluestep Bank.

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About Bluestep Bank

Bluestep Bank is a specialized mortgage bank, a challenger in the Nordic mortgage market and a modern alternative to traditional banks. Bluestep Bank is present in Sweden, Norway and Finland and offers equity release through 60plusbanken. Since 2005, we have enabled financial empowerment of tens of thousands of people, allowing entrance to the housing market and a possibility of regaining control of everyday finances. Bluestep Bank AB (publ) is under the supervision of the Swedish Financial Supervisory Authority. For further information please visit bluestepbank.com.