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New Head of Saab Latin America

Saab has appointed Fredrik Gustafson as new head of Market Area Latin America from 1 January 2019.

Fredrik Gustafson is today the Vice president, Head of Marketing & Sales for the Latin American region. In his present role, Fredrik has been working to grow and diversify Saab's business in the region while contributing to increase awareness about Saab and its business areas throughout the Latin American markets.

Fredrik started his career in the Swedish Air force in 1989 as a technical officer. He began working for Saab in 2000 as manager of the training program for customers in Linköping. Between 2006 and 2010 Fredrik was the manager of the Gripen campaigns in Norway and Brazil before being appointed Gripen Regional Export in Latin America. In 2015 Fredrik was appointed vice president and head of Sales and Marketing for Latin America, position that he currently holds.

"I look forward to take on this very exciting task. We have during the last five years managed to position Saab in a number of new areas in the region. I am confident that this is just the beginning of a successful journey for Saab in Latin America", says Fredrik Gustafson.

Current head of the Market Area, Bo Torrestedt, will remain in Brazil until the end of March to support Fredrik on a smooth transition of responsibilities. He will then return to Sweden to take up new challenges within Saab.

Saab's Market Area Latin America is a key region with large growth and partnership potential. Over the last years Saab has succeeded in increasing its footprint by securing strong and stable relationships with the armed forces of the countries in the region. The company's way of working by supporting industrial cooperation, transfer of technology and the development of local content and promoting the triple helix (industry/government/academy) present a solid base for the continued development of Saab's business in the region.

Saab is present in Latin America with a wide portfolio of high-tech solutions and products such as the Gripen, Ground Base Air Defense, Remote Towers, C4I, EW (Self Protection Systems), Signature Management, Communication Systems, Surveillance Systems and Radar Systems.

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Saab serves the global market with world-leading products, services and solutions within military defence and civil security. Saab has operations and employees on all continents around the world. Through innovative, collaborative and pragmatic thinking, Saab develops, adopts and improves new technology to meet customers' changing needs.

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