

Sofi Lundeborg Appointed Chief Strategy Officer at Eleda

Sofi Lundeborg has been appointed Chief Strategy Officer at Eleda and will join the Group Management Team. Sofi most recently worked at Billerud, where she was part of the European management team as Vice President of Innovation, Brand and Marketing, and previously served as Head of Strategy for the Billerud Group. She also has a background as a strategy consultant at McKinsey & Company and has held various roles at Vattenfall. Sofi holds a Master of Science in Engineering in Industrial Economics with a focus on energy systems from the Royal Institute of Technology (KTH) in Stockholm.

“We are very pleased that Sofi Lundeborg is taking on the role of Chief Strategy Officer at Eleda. Her background as Global Head of Strategy at Billerud, her extensive experience in leading successful strategic projects based on fact-based analysis, and her leadership style are a perfect fit for Eleda. Her expertise will be of great benefit to Eleda and our operations as we continue our journey to become the leading provider of infrastructure services in the Nordics. As part of her strategic responsibilities, Sofi will also take on management responsibility for sustainability, as our entire business aims to build a functioning and sustainable society and is therefore closely linked to our strategy,” comments Ellinor Thiel, President and CEO of Eleda Group.

“The Eleda model, which combines strong local leadership with the advantages of a larger group, is at the core of Eleda’s culture and business model. I look forward to contributing to the model with analytical capabilities and strategic support to ensure Eleda consistently focuses on the most attractive markets. As part of the strategic work, I also see great value in working together with Head of Sustainability Jennie Widell and our companies to further develop the successful sustainability efforts that have been ongoing for several years,” comments Sofi Lundeborg.

Sofi Lundeborg began her employment in August 2025.

Contacts

Ellinor Thiel, President and CEO, Eleda Group – ellinor.thiel@eleda.se

Sofi Lundeborg, Chief Strategy Officer – sofi.lundeborg@eleda.se

About Us

Eleda is a leading and fast-growing provider of infrastructure solutions in the Nordics, specializing in selected niches within electricity distribution, technology, water, and transport. We create value by identifying and developing the best local market leading companies that build critical infrastructure for society.

Since its inception, the Group has completed over 40 acquisitions. The company has more than 3,500 employees, rolling twelve-month revenue of over SEK 22 billion, and its headquarters in Stockholm.