

Press release, 15 January, 2018

## **NEW BUSINESS AREA PRESIDENT RECRUITED TO SEMCON**

**Daniel Rundgren has been appointed as the new Business Area President for Semcon's largest business area, Engineering Services, and will join the Group management.**

Daniel Rundgren possesses extensive experience of strategic business development and operational, customer-centric sales (not least digital offerings), as well as a major focus on organization and leadership. Daniel is joining us from the IT company EVRY and will start as Business Area President no later than August.

"I feel very inspired. Semcon is an exciting company at the cutting-edge of many fields. I look forward to being part of the creativity, competence and culture that is already in place, and which I will be part of continuing to develop," says Daniel Rundgren.

The Engineering Services business area encompasses slightly more than 1,400 employees, and is mainly located in Sweden, Norway, India and the UK. The offering is aimed at product development in the automotive, industry, energy and life science sectors. The current Business Area President and CEO Markus Granlund will continue in his role as CEO.

"Daniel Rundgren has a set of skills and values that are an excellent fit with Semcon. Daniel's experience and commitment will enable him to take on a key role in both the business area and the Group management," says Markus Granlund.

**For more information, please contact:**

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Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2000 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2016, the Group reported annual sales of SEK 1.8 billion. Read more on [semcon.com](http://semcon.com)