



## Foxway accelerates European growth with strategic leadership moves

Foxway, a pioneer in circular tech solutions, is strengthening its strategic direction and executive leadership to power the next phase of its European expansion. Carl-Fredrik Lidman has been appointed as the new president for the Business Area Circular Workplace Solutions. Steinar Aune has been appointed as new President for the Business Area Recommerce Computer & Enterprise, succeeding Kent Jeppesen.

The company is intensifying its focus on customer needs, sustainability, and scalable growth through a refined strategy and strong new appointments.

“We are seeing a clear shift in how customers want to consume tech—responsibly and with long-term value in mind,” said Patrick Höijer, CEO of Foxway. “Our refined strategy is about more than growth; it’s about setting new standards in circularity and empowering customers to make truly sustainable decisions.”

Following the 2023 majority acquisition by Nordic Capital, Foxway entered a transformative stage. In 2024, the group introduced a renewed strategy aimed at delivering sustainable, circular tech solutions across the entire value chain—from procurement and repair to remarketing and reuse. This enhanced direction positions Foxway to meet growing demand from organizations across Europe seeking smarter, more sustainable tech choices.

To support its strategic direction, Foxway has made key leadership changes to boost execution and customer focus. Since Patrick Höijer became CEO in 2024, a new leadership structure has been introduced across core functions.

Effective July 1st, Steinar Aune will lead the Recommerce Computer & Enterprise unit, succeeding Kent Jeppesen. Aune will focus on scaling ITAD and recommerce operations across Europe.

“I am really excited about the appointment of Steinar as lead of our C&E recommerce business, an area he has extensive knowledge within and a strong track record of scaling successful businesses. I would also like to thank Kent for his strong successful leadership within the recommerce industry in Europe, Kent will semi-retire but are happy that he will continue to support Foxway on special projects” says Patrick Höijer

On the same date, Carl-Fredrik Lidman will take over the Circular Workplace Solutions unit. With leadership experience from Telia, Telenor, and strategic consulting, he will drive service innovation and strengthen Foxway’s position in circular workplace technology.

“These changes are about building a leadership team ready to lead our customers and partners into the future of circular tech,” said Höijer. “Carl-Fredrik brings a deep expertise in building transformative product and service organization as well as a passion for customer value creation, and I’m excited about what we will accomplish together.”

### **For more information, contact:**

Emma Dahlquist  
CMO at Foxway

[emma.dahlquist@foxway.com](mailto:emma.dahlquist@foxway.com)

Patrick Höijer  
CEO at Foxway  
[patrick.hojjer@foxway.com](mailto:patrick.hojjer@foxway.com)

Foxway is a leading provider of circular tech solutions, helping organizations integrate sustainability into their tech use. With a vision to become the world's best *as-a-service* company enabling circular tech, Foxway supports large enterprises, the public sector, and resellers across Europe. Headquartered in Sweden and active in eight countries, the company has grown rapidly since its founding in 2009, now generating over SEK 7.6 billion in annual turnover with 1,000+ employees.

Learn more at [www.foxway.com](http://www.foxway.com).