



Foxway strengthens its executive leadership team to expand its European presence and drive customer-centric innovation

Foxway announces two key appointments to its Executive Group Management – Rohit Sodha as President of Business Area Recommerce Mobile and Erik Hedström as Chief Digital Officer for the Foxway Group. These appointments are instrumental to Foxway’s ambition to grow in Europe by expanding its market footprint and accelerating the development of its circular platform.

Rohit Sodha has been appointed President of Business Area Recommerce Mobile, marking a significant step in strengthening Foxway’s European growth journey. Based in Munich, Rohit will play a key role in expanding Foxway’s presence across Europe and scaling its circular mobile offering to meet rapidly increasing customer demand.

Rohit brings a wealth of international experience from leading global companies including Amazon, DHL, and Bunzl. With deep expertise in commercial strategy, M&A, and circular technology, he is well positioned to accelerate Foxway’s continued growth and innovation.

“I’m excited to join Foxway at such an important stage and contribute to expanding our circular solutions across Europe, where demand for sustainable services continues to grow rapidly,” says Rohit Sodha.

Further, Erik Hedström joins Foxway as Chief Digital Officer. In his new role, Erik will lead the journey toward a more customer-centric IT organization-driving innovation, accelerating digitalization, and enabling smarter, more efficient ways of working across the business. Erik has held senior roles within digital transformation and business development at companies including Rexel Sverige, Relacom, and Ericsson.

“By strengthening how we work with digitalization, we can better support the business, improve efficiency, and create more value for our customers,” says Erik Hedström.

“These appointments represent a continued strengthening of Foxway’s capabilities. Their combined experience and fresh perspectives will play a key role as we further expand our presence across Europe and accelerate the development of more customer-centric and innovative solutions,” says Patrick Höijer, CEO of Foxway.

Rohit Sodha has already assumed his position, while Erik Hedström will take up his role on May 4.

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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 8.3 billion in annual turnover with 1,000+ employees.

Learn more at www.foxway.com.