

# Lars Engbork appointed Group CEO of Finago to accelerate Nordic growth

Finago today announced the appointment of **Lars Engbork** as its new Group Chief Executive Officer. It marks an important step in strengthening Finago's ability to create even more value for its customers across the Nordics. As one of the region's largest business software players with operations currently in Finland, Norway, and Sweden, Finago has ambitious expansion plans, propelled by increased digitalization, AI, and now the appointment of a new leader.

Engbork brings extensive experience from SaaS and financial software businesses. He joins Finago from SuperOffice, where he served as Group CEO for two years. During his tenure, he led a transformation across cloud, AI, brand, and operating model, positioning the company for its next growth phase.

"We are pleased to welcome Lars as Group CEO of Finago," says **Klaus Pedersen**, Chairman of the Board of Finago. "He has a strong track record of leading and scaling SaaS businesses, combining strategic clarity with execution power and a deep understanding of customer needs. With Lars' leadership, we are confident Finago is well-positioned to accelerate growth and strengthen its position as one of the leading business software providers in the Nordics."

Prior to SuperOffice, Engbork served as the CEO of e-economic, Denmark's leading cloud accounting platform, serving more than 230,000 customers with over 450 employees across Denmark, Romania, Portugal, and Norway.

"I'm excited to join Finago at a time of strong momentum," says Engbork. "With a solid foundation based on the legacy of Accountor Software, 24SevenOffice and Heeros, Finago is well-positioned to support businesses of all sizes and in all corners of the Nordics with modern and intuitive business software. My focus will be on accelerating growth and driving the development of simple and reliable solutions that truly support our customers' daily work. I'll continue to build a scalable, customer-centric SaaS business together with teams, partners, and customers."

Engbork is Danish and will be based in Stockholm, Sweden, leading Finago as a growing pan-Nordic business software group. He will assume the role latest in the beginning of May.

## More information

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## Finago

*Finago is one of the largest financial, people, and business operations software solutions company in the Nordics. It empowers accounting offices to stay one step ahead through trusted solutions and close partnerships. With a scalable software ecosystem backed by deep local expertise, Finago helps companies of all sizes turn everyday data into smart decisions. Finago is committed to sustainable business as a participant of the UN's Global Compact since 2023, following its principles with annual progress evaluation by EcoVadis. Headquartered in Espoo, Finland, with offices in Sweden and Norway, Finago employs over 800 experts and is majority owned by KKR, a leading global investment firm. The turnover of Finago was more than 170 M€ in 2024.*

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