



**Press Release**  
October 21, 2020

## **Per Carleö appointed Head of Brand and member of the Group Executive Management in Telia Company**

**Effective January 1, 2021, Per Carleö will take on the position of Senior Vice President and Head of Brand at Telia Company. Per Carleö brings 25 years of experience of marketing and brand development, most recently as Marketing Director of Volvo Car Sweden.**

In his role as SVP, Head of Brand, Per Carleö will be responsible for transforming the brand perception and communication of Telia's portfolio of brands, and in helping establish Telia as a purpose driven digital telco, recognized for best-in-class customer and digital experiences. He will, among other things, provide thought leadership to all end-to-end brand activities for the Telia Group, working closely with business unit leaders and in-country marketing teams.

"Per is a highly creative and commercial individual with a strong focus on building his vision for brands through the lens of the customer. He brings a unique set of skills and experiences as well as a proven track record of reinventing iconic brands and creating holistic and effective marketing campaigns, most recently at Volvo Cars. As we prepare to renew Telia's purpose, strategy, and brand propositions, I am delighted that Per will be part of our Group Executive Management team and help us accelerate our transformation journey", says Allison Kirkby, President and CEO of Telia Company.

Per Carleö has 25 years of experience within brand, marketing, communications, strategy, leadership and management in the automotive industry as well as from media and advertising agencies. The last 15 years he has held a number of senior global, regional, and local positions at Volvo Car Group, most recently as Marketing Director of, and a member of the Management Team in, Volvo Car Sweden.

After the changes have been implemented the Telia Group Executive Management will look as follows:

Allison Kirkby, President and CEO  
Per Christian Mørland, EVP, Group CFO  
Jonas Bengtsson, EVP, General Counsel and Head of Corporate Affairs  
Cecilia Lundin, EVP, Head of People Experience & Culture  
Rainer Deutschmann, SVP, Group COO  
Markus Messerer, SVP, Chief of Strategy/Innovation, & Head Global Business  
Rachel Samrén, SVP, Chief External Affairs, Governance & Trust Officer  
Per Carleö, SVP, Head of Brand  
Anders Olsson, EVP, Head of Telia Sweden  
Heli Partanen, SVP, Head of Telia Finland  
Stein-Erik Vellan, SVP, Head of Telia Norway  
Dan Strömberg, SVP, Head of LED  
Casten Almqvist, SVP, Head of TV & Media

**For more information, please contact our press office +46 771 77 58 30, visit our [Newsroom](#) or follow us on Twitter [@Teliacompany](#).**

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We're Telia Company, the New Generation Telco. Our approximately 21,000 talented colleagues serve millions of customers every day in one of the world's most connected regions. With a strong connectivity base, we're the hub in the digital ecosystem, empowering people, companies and societies to stay in touch with everything that matters 24/7/365 - on their terms. Headquartered in Stockholm, the heart of innovation and technology, we're set to change the industry and bring the world even closer for our customers. Read more at [www.teliacompany.com](http://www.teliacompany.com)

**Forward-Looking Statements**

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of Telia Company.

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