



# OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



Press release June 30<sup>th</sup>, 2015

## INCREASED CUSTOMER FOCUS AS HAGLÖFS STRENGTHENS ITS ORGANIZATION

Haglöfs has made a number of key recruitments during spring. The aim is to further strengthen Haglöfs' marketing and sales organization, create a sharper customer focus, increase brand awareness and strengthen brand equity. One of the focus areas is Haglöfs' presence in digital channels and the company's upcoming e-commerce.

Haglöfs has recruited Fredrik Ohlsson as its new Global Sales Director. Fredrik has comprehensive experience from international sales and managing positions at, among others, Brio and Thule. He most recently was MD and Business Unit Director for Thule Trailers. Fredrik will take up his new position on August 10, and will be part of Haglöfs' management team.

To strengthen the sales organization and sharpen customer focus, Haglöfs has recruited Jenna Kallio as Sales Coordinator in a role that reports directly to the Global Sales Director. Jenna, who takes up her new position on August 1, has previous experience in similar roles with the adidas Group and Luxottica Nordic. Haglöfs has also engaged Lina Antonisen as its new Visual Merchandiser. Lina comes from a similar role with Peak Performance and has a background in fashion, styling and sales.

### Investment in e-commerce and digital communication

Katarina Johansson has been recruited as E-Commerce Manager, with the task of developing and running Haglöfs' future e-commerce. Katarina, who takes up her position on September 1, joins the company from the same role with Gant Sverige. Her previous experience includes roles as Marketing Manager and Online Specialist for brands such as Microsoft, Coca-Cola and Tiger of Sweden.

Haglöfs has also engaged Danielle Ho as Digital Marketing Specialist. Danielle joins the company from TeliaSonera, where she has worked in the area of digital marketing for a number of years, most recently in the role of Brand Tools Developer.

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Haglöfs develops clothing, footwear and hardware for people who invest in an active outdoor lifestyle. From small-scale backpack manufacturing in 1914, Haglöfs has developed into one of the world's leading suppliers of technical and sustainable outdoor products by means of modern product development and strategic distribution. The Haglöfs brand is primarily marketed to 25 European and Asian markets and the company employs some 200 people. Sales for 2014 amounted to SEK 766 million. Haglöfs is owned by ASICS Corporation since 2010. [www.haglofs.com](http://www.haglofs.com)

### CONTACTS:

**Communication Manager:** Sara Skogsberg Cuadras, [sara.skogsberg-cuadras@haglofs.se](mailto:sara.skogsberg-cuadras@haglofs.se)  
**CEO:** Peter Fabrin, [peter.fabrin@haglofs.se](mailto:peter.fabrin@haglofs.se)



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"Haglöfs is a company that has developed fantastic products through the decades, and we have a world-class design and development organization," says Haglöfs CEO Peter Fabrin. "Since taking up my position, I have observed that we could do more in the area of customer relationships and the level of service to our customers. The organizational reinforcements we are implementing are aimed at further improving the relationship with our existing customers, reaching new customers and ultimately strengthening the Haglöfs brand."

Haglöfs has also recruited Eva Ulvöy as HR Manager. Eva, who takes up her new position on August 1, joins the company from her position as Nordic HR Manager with the adidas Group and also has previous experience with Unilever and Alumni.

"I would like to take the opportunity to welcome Jenna, Danielle, Lina, Katarina, Eva and Fredrik to Haglöfs. These are six strong individuals who combine solid sports and outdoors experience with expertise in areas where we aim to be stronger," concludes Peter Fabrin.

Text and associated images can be downloaded at [www.haglofs.com/press](http://www.haglofs.com/press)

For more information, please contact:

Sara Skogsberg Cuadras  
Communication Manager  
+ 46 8 584 40 014  
[sara.skogsberg-cuadras@haglofs.se](mailto:sara.skogsberg-cuadras@haglofs.se)

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