

Mekonomen Group

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Mekonomen Group recruits Geir Hoff as new Country Manager in Norway within the MECA / Mekonomen business area

Geir Hoff takes over as the new Country Manager in Norway within the business area MECA / Mekonomen after Torhild Barlaup.

Geir has a distinguished experience within the Swedish retail chain Clas Ohlson, presently as Director of Country Operations, where he is part of Clas Ohlson's Group Management. Geir has also had the role as Director of New Markets and Expansion, as well as Country Manager and Marketing Manager for Clas Ohlson's Norwegian market.

"I am very glad about the recruitment of Geir Hoff to Mekonomen Group as Country Manager for Norway. Geir has extensive experience within business operations and sales in a large Group organization - with growth, profitability optimization and employee's engagement in focus. His skills and strengths fit well into the strategy for our Norwegian operations and will help us further advance our position in Norway", says Pehr Oscarson, President and CEO of Mekonomen Group.

Geir will begin his assignment for Mekonomen Group in early 2021.

For further information, please contact:

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Mekonomen Group consists of the leading automotive spare-parts chains in the northern Europe; FTZ, Inter-Team, MECA, Mekonomen and Sørensen og Balchen, with proprietary wholesale operations, over 470 stores and 3,600 workshops operating under the Group brands. We offer a wide and easily accessible range of inexpensive and innovative solutions and products for consumers and companies.