

# Press release

13 September, 2018

## Josefine Uppling new Head of Group Public Affairs at Swedbank

**Josefine Uppling has been appointed new Head of Group Public Affairs at Swedbank. Josefine comes from Group Press Office at Swedbank, where she has been head since March 2017.**

Previously, she has worked as Head of analysis and communication at the Swedish Federation of Real Estate Agents, Project Manager in Public Affairs at Swedbank and with her own Public Affairs Agency.

"The strategic and long-term work on Swedbank's societal engagement and relations is important to increase trust and appreciation for the bank. I am pleased that Josefine wants to lead the continued development of that work and welcomes her to the CEO Office management team. We at Swedbank need to become even clearer with what difference we make in the everyday lives of our customers and in society as a whole. In that work, the Public Affairs team plays an important role" says Ragnar Gustavii, Head of CEO Office.

Josefine will report to Ragnar Gustavii, Head of CEO Office, and takes up her new position during September. However, she continues in parallel as Head of Group Press Office until a new regular Press Officer is in place. The recruitment process has begun.

"I really look forward helping raise Swedbank's societal engagement to the next level. In a time of rapid digitalization and customer needs that change at a high pace, companies that have clear values and strong societal engagement will be the winners. Here Swedbank already has a strong position today and I look forward to further developing it with my team," said Josefine Uppling, Head of Group Public Affairs at Swedbank.

### **For more information**

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