

## News

Solna  
2019-05-25

### Jan Prokopec new CDO of ICA Gruppen

*Jan Prokopec, with a background in the Schibsted Group and a former CEO of Blocket AB, has been named as the new Chief Digital Officer of ICA Gruppen AB. He will assume his position on 17 June. Peter Muld, who previously served in the CDO role, has moved to a new position as head of strategy, new business and digital transformation for ICA Sweden.*

The CDO function in ICA Gruppen is responsible for, among other things, devising strategies for ICA Gruppen's digital development and identifying opportunities between companies in the Group. In addition, the CDO is responsible for the ICAX innovation hub, the Group's artificial intelligence function, and selected development projects that involve several of the Group's subsidiaries.

"It has now been three years since we created the CDO function, which has given us considerably more strength to use technology to improve and broaden our customer offering and create synergies between companies," comments Per Strömberg, CEO of ICA Gruppen. "We are now very happy to have recruited Jan to lead us into the next phase with his highly relevant background and solid experience in working both with fast-growing digital operations and larger company groups."

"ICA Gruppen has already made great progress in its transformation, but many opportunities remain, and I am very much looking forward to being on this journey going forward," says Jan Prokopec.

Jan Prokopec will report to ICA Gruppen's Chief Strategy Officer, who until this summer is Liv Forhaug.

#### For information

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