

## **Björn Hoffmeyer to be appointed COO of Hoist Finance**

**Hoist Finance will appoint Björn Hoffmeyer as Chief Operating Officer (COO) of Hoist Finance. His main focus will be to lead the improvement agenda in both operational efficiency and digitalisation.**

– We have concluded that Hoist Finance must become quicker and more agile to reach our goals and to improve profitability. Björn's broad experience from the financial industry in combination with his excellent leadership skills will be great assets for Hoist Finance when it comes to improving our operations and being able to capture the growth we see ahead of us, says Klaus-Anders Nysteen, CEO of Hoist Finance.

Björn Hoffmeyer has a broad experience from the financial industry with several senior positions at American Express and most recently as the Country Manager for Germany and Austria. He also has substantial experience from managing businesses that focus on customer experience. Björn Hoffmeyer will replace Charly De Munter, currently acting COO, as member of the Executive Management Team and his engagement with Hoist Finance is expected to start during the third quarter 2018.

– I am excited to join Hoist Finance and think I can make a meaningful contribution to the role. While Hoist Finance is an admirable industry leader in terms of client relationships and customer care, there is still room for improvement in internal processes and the use of everything that new technology has to offer. I look forward to taking on this task together with Klaus-Anders and the whole team, says Björn Hoffmeyer.

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### **About Hoist Finance**

Hoist Finance is a trusted debt restructuring partner to international banks and financial institutions. We are specialised in serving banks in handling non-performing loans, and supporting individuals in becoming debt free. Through expertise and rigorous compliance we earn the banks' trust. Through respect, honesty and fairness we earn the trust of our customers. For further information, please visit [hoistfinance.com](http://hoistfinance.com).