

# Press release

Stockholm August 18, 2021

## Husqvarna Group appoints Erik Winberg as SVP Strategy & Innovation and new member of Group Management

**Husqvarna Group today announced it has appointed Erik Winberg as Senior Vice President of the Strategy & Innovation (S&I) function, and as a new member of the Group Management team, effective from October 18, 2021.**

“I’m very pleased to welcome Erik to Husqvarna Group and to the management team. He has a strong track record and solid experience from strategic planning and digital transformation. Erik and the S&I team will play a central role in further positioning Husqvarna Group for future growth,” says Henric Andersson, President and CEO.

The S&I function was formed in 2020 to accelerate Husqvarna Group’s strategic transformation and drive alignment of key Group activities, connecting the dots between technology, business development and sustainability. The function is currently headed by Henric Andersson.

Erik Winberg is currently a partner at strategy advisory firm NorrmannPartners, prior to which he was Vice President Strategic Planning at TetraPak International from 2011-2019. He held leading positions within management consultancy Bain & Company from 1996-2011. He holds a Bachelor of Science degree from Stockholm School of Economics, Sweden.

### **For additional information, contact**

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