



Magnus Fredin

Head of Global Sales

Magnus joined Volvo Cars in 2019 and is currently responsible for direct Markets and driving the transformation from wholesale sales to direct and online sales in Sweden and UK.

Magnus has a wealth of experience from previous roles as CEO at e-commerce companies such as CDON, Babyshop and as VP Sales in the scale up phase of fintech and payment company Klarna building global sales organizations, driving revenues and successfully defining and executing e-commerce (retail) strategies.