

Press release 12th of August 2019

Scandi Standard (SCST SS) – Strengthen management

Scandi Standard is pleased to announce the appointment of Mats Hedlund as new Country Manager Sweden and member of Group Management with effect from 1th of September 2019. He is replacing Magnus Lagergren who will take up a position as Group Business Development Director with focus on M&A and other group projects.

Mats Hedlund has 25 years of experience from FMCG businesses in Sweden and the Nordics. He has held various executive positions within Arla Foods, Barilla, L´Oreál and Carlsberg.

– I am excited to join Scandi Standard and look forward to continuing the development of an already strong business together with skilled colleagues in the organisation. Scandi Standard’s Swedish revenues are in high growth and I am confident in the businesses ability to develop the margins in the coming years. I am also excited by the potential inherent in Kronfågel, one of the most recognised brands in Sweden, says Mats Hedlund.

– I am pleased by the appointment of Mats to succeed Magnus Lagergren in Sweden. I am convinced that he is a safe pair of hands to develop the potential of our business in Sweden. Through great personal qualities and very strong, relevant experience I believe he is ideally positioned to lead and support the team in Sweden and to take the Kronfågel business to the next level. At the same time, I wish to thank Magnus for his valuable contribution in building a much stronger Kronfågel and look forward to work closely with him on various key projects within the group, not least within M&A, says Leif Bergvall Hansen, CEO Scandi Standard.

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