



PRESS RELEASE
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Member of Parliament Ulf Kristersson joins Connecta

Ulf Kristersson, Swedish MP for Moderaterna (the Conservative party), has been employed by the Internet consulting firm Connecta as manager of a newly established function in the company, focusing on future issues. Ulf Kristersson is resigning from Parliament.

“My role will be to look into the future. How will the new economy affect conditions in business? Companies affect the future more than politicians. Consequently, it is exciting and a natural move to shift from politics to the business community,” says Ulf Kristersson.

Ulf Kristersson, 36, holds an MBA degree. He has been an MP since 1991. Previously, he was marketing director at Timbro. He assumes his new position on March 1.

“We want to be best at understanding business of the future. Development today involves more than just technology. Accordingly, we are gathering people from various segments of society that can gain an overall perspective and contribute new thinking,” says Johan Wieslander, COO, Connecta.

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Connecta AB is an Internet consulting company in the field of business development via the Internet. The company offers services in the following areas: Strategy, The Internet & IT, and Human Resource Management. With its total-approach concept, Connecta can be a full-service supplier to large companies and organisations, offering consulting services that strengthen customers' ability to conduct business in the new digital economy. Connecta currently has about 520 employees.