

Andreas Broryd VP Commercial at SAS Ground Services

To further increase its customer focus and commercialization, SAS Ground Services is establishing a new function: Commercial. Andreas Broryd has been appointed as head.

In the framework of SGS's on-going growth, Commercial will be a key function. It will be responsible for analysis and specification of new business opportunities, marketing and sales, including Key Account Management.

Andreas Broryd is currently Managing Consultant at PA Consulting Group. In recent years, he has worked with the airline industry, primarily with matters relating to commercialization, business development and cost-efficiency measures.

Broryd previously worked in the finance sector as an analyst, focusing on asset-secured financing. He studied in the Master's program at the Stockholm School of Economics.

"I am convinced that Andreas Broryd will bring knowledge and energy to SGS to succeed in his assignment," says Hans-Otto Halvorsen, President of SAS Ground Services. "He has experience from other companies in similar situations and knowledge of the challenges faced by our operation through his earlier consulting assignments for SGS."

Andreas Broryd is 33 years old, lives in Stockholm and has two children.

He will assume his position on February 5.

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SAS Ground Services, SGS, is a full-service provider of airline ground handling and airport related services and a wholly owned subsidiary of the SAS Group. SGS is the largest ground handling company in Scandinavia and is also present at many locations around the world, totally at 160 airports in 40 countries. SGS has an annual turnover of SEK 6,200 million and about 8,200 employees.

For more information visit www.sasground.com.