

Stockholm 16 May 2013

## **Johan Kvist new strategy chief at the Scandic Group**

**Scandic Hotels is delighted to announce that Johan Kvist will be taking over responsibility for strategy at the Group on 20 May 2013. He is joining Scandic from the consultancy firm, Occam Associates, and his strategic expertise will be a major asset for Scandic in the future.**

In his role as Vice President Strategy, Johan Kvist will lead the company's strategy process with the aim of ensuring that Scandic can meet its growth targets. He will be working at Group level, so his remit will cover all the countries and regions in which Scandic operates. Johan takes up his post on 20 May 2013, and he will be reporting directly to Scandic's CEO, Anders Ehrling.

"Scandic is in an exciting phase of expansion, and we need people who can rapidly come to grips with complex challenges, and drive the company's strategic agenda. I am looking forward to welcoming Johan Kvist on board", says Anders Ehrling, Scandic's CEO.

Johan has an impressive background in international consultancy, with considerable experience of growth and business development issue in the retail and service sectors. Currently, he is a partner at the consultancy firm, Occam Associates.

"I am really excited to be joining Scandic, since I have a deep personal interest in the travel industry. I have always seen Scandic as a successful company with massive potential, and I am looking forward to bringing my expertise into the Group's management team", says Johan Kvist, newly-appointed Vice President Strategy at Scandic.

### **Contact information:**

Roger Olofsson, HR Director, Scandic, tel: +46 (0)70-973 51 15

Johan Kvist, Vice President Strategy, Scandic, tel: +46 (0)735-58 35 58

Every day, Scandic's 7,500 team members work with one single goal in mind – to make you feel welcome. As the Nordic region's most sustainable hotel chain we're always focused on the environment, social responsibility and accessibility. With around 160 hotels in eight countries, 29,910 hotel rooms and a turnover of EUR 923 million, Scandic is the largest hotel chain in the Nordic countries. We want to be more than just a hotel – Scandic is a place where people meet, work and get inspired.