

Blueice Research recruits Fredrik Hökegård from RSA Security

The Swedish IT security company, Blueice Research, has recruited Fredrik Hökegård as Nordic Sales Manager. Fredrik leaves a position as Senior Channel Manager, Nordic Area, at RSA Security and will take up his new role as Sales Manager at Blueice Research immediately.

Blueice Research is working intensively to build up its sales channel with initial focus on the European market. The recruitment of Fredrik Hökegård as Sales Manager, with chief responsibility for the upcoming product launches, is an important step towards the accomplishment of this goal. His experience within the IT Security market is a real asset as is his experience in selling complex systems and building sales organizations.

- Fredrik has been extremely successful in his work building up a sales channel and customer base with RSA Security and he will quickly contribute to Blueice Research's success. He is an extremely motivated individual who fits in perfectly with our company culture, says Thomas Holmström, CEO for Blueice Research.

Fredrik Hökegård (35) has built up the RSA sales channel in the Nordic area since 1998. Under this time the company's sales have increased dramatically. Besides having worked with RSA Security, Fredrik previous worked with Digital and Novell.

- Blueice Research has extremely exciting products and a clear focus on the new security market within the area of the mobile Internet. The development team is very talented and has a belief in its work that excites me. I believe that, with the complete solution for secure user identification, digital signatures and digital receipts that they have produced, Blueice Research holds a strong competitive position. With my experience within this industry, I also believe that I bring much benefit to Blueice Research now that they are entering a commercial stage, says Fredrik Hökegård.

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Blueice Research AB is a young and expansive development company specialized in mobile Internet security. Blueice Research develops software for safe and secure identification, digital signatures and digital receipts, as well as providing unique, integrated security solutions for B2B and B2C companies. From its head office in Stockholm, Sweden, Blueice Research is operational in the European market place.