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## **New Executive Vice President in Skandia**

Odd Eiken has been appointed Executive Vice President of Skandia Insurance Company, Inc. In his new role, he will be responsible for strategy and communication at the corporate level.

Odd Eiken is currently a Managing Partner in Kreab, the largest communications consulting firm in the Nordic countries. He has previously held positions such as CEO of Citigate/Gramma AB, Director of Communications of the Swedish Employers' Confederation, and Under Secretary of State in the Swedish Ministry of Science and Education.

Odd Eiken's new position will be effective November 1, 2002.

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*Click here to view pictures:*

<http://www.newsonline.nu/imgway/index.asp?pmid=21226>

*A downloadable picture of Odd Eiken is available in jpeg format from*  
[www.skandia.com](http://www.skandia.com)