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Adera Group AB expands and employs Vice Managing Director with responsibility for business development within IT.

Adera Group AB is in a very intensive acquisition and development phase, and is now strengthening its management team with Harald Rohlin, who will be responsible for business development within the IT sector. Harald Rohlin was previously employed at IFS, where he has worked as global partner manager and marketing manager, among other positions.

Adera Group AB, which works within the IT, Business development and Marketing communication business areas, is a modern consulting company with a well-proven strategy for developing and safeguarding its structural capital - something that benefits customers with every delivery.

“More Bang for the Buck”

Harald Rohlin comes from one of the world’s leading business applications suppliers, IFS. As global partner- and marketing manager, Harald Rohlin has long experience of developing and implementing value building processes, packages and offers that aim to strengthen the customers’ profitability and market position.

Adera Group’s strives to always deliver the right effort/action, at the right price and with the right effect with customers with a starting point on three aspects - our customers, our colleagues and our joint structural capital where we document and recycle experiences, knowledge and processes. The objective is clear: to offer customers “more bang for the buck”.

In addition to his work with acquisition- and development processes for Adera Group, Harald Rohlin will be responsible for marketing and sales as Vice Managing Director in one of the Group’s companies, Viking Data AB.