



Press release

Stockholm 15-09-2000

## **Marianne Arosenius – New Managing Director of Softronic**

**Marianne Arosenius has been appointed new Managing Director of Softronic AB. This follows the decision by the company's founders, Anders Eriksson, Managing Director for the past 16 years, and Deputy Managing Director Stig Martin, to relinquish their managerial responsibilities. Anders Eriksson will be continuing as Executive Director and will, together with Stig Martin, concentrate efforts on the company's future development and expansion. Marianne Arosenius will be taking office as Managing Director at the beginning of December this year.**

"As Managing Director of Softronic, I will be able to make great use of my previous experience, including my role as divisional manager at ABB electronics, where we managed to improve profitability and at the same time, adapt the business to the market," says Softronic's new Managing Director, Marianne Arosenius. "I also believe that the experience I acquired from building up and starting ABB Future Center, a long-term project investing in new approaches and growth in the fields of IT, business development and skills, will stand me in good stead."

Marianne Arosenius has an MSc in Engineering from the Royal Institute of Technology and an MBA from Harvard Business School. She has previously held leading positions at both ASEA and ABB, and her most recent position has been that of manager of Management Consultant at ABB Business Systems.

Softronic is having to meet other types of requirements due to both social changes and changes in market demand.

The modern IT company needs to expand both at home and abroad, attract and keep highly skilled employees and manage extremely complex projects whilst living up to increasingly higher expectations concerning profitability and quality.

"Clients are demanding increasingly advanced solutions which have a great impact on their core businesses. This has necessitated a new type of leadership, showing strength but also flexibility and a quickness to act," says Softronic's Executive Director, Anders Eriksson.

One of the reasons why Marianne Arosenius has been appointed is that both of the founders, Anders Eriksson and Stig Martin, want to free up time to be able to focus on the company's expansion and continue with other projects such as the internationalisation of the fund and insurance product ITM. Anders Eriksson also plans to concentrate more on his role of being in charge of Softronic's long-term R&D, as well as developing the newly started venture capital company, Softronic Ventures.

### **Softronic AB**

Softronic contributes to business development by providing integrated solutions within communication, technology and management. Strategy is combined with state-of-the-art technology and business know-how in order to exploit the possibilities provided by the Internet within a holistic perspective. Softronic was founded in 1984 and thus has long-term experience of developing business critical solutions. The group has 415 employees and has offices in Stockholm, Gothenberg, Malmö and Västerås, as well as in Denmark, Estonia, Great Britain, France, Portugal, Spain and USA. The company is listed on the Stockholm Stock Exchange Attract 40. **[www.softronic.se](http://www.softronic.se)**

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