

Ericsson Consumer Division strengthens management team

Ericsson's Consumer Products division has recruited three new members to its management team to strengthen Ericsson's consumer focus in mobile phones. The three new managers bring in top expertise in the areas of industrial design, sourcing and strategic market development.

Responsible for industrial design for mobile phones, Nikolaus Frank will join the Ericsson Consumer Products management team effective January 1 2001. Mr. Frank, a receiver of several international design awards, has been working with design of electronics and telecom- related consumer products for 13 years. He will report directly to Jan Wäreby, Head of the Consumer Products division. Mr. Frank was educated at University College of Arts crafts and Design in Stockholm and holds a Master of Fine Art in industrial design.

Anders Franzén will join Ericsson Consumer Products management team as responsible for sourcing, effective December 1. He has extensive global business purchasing experience from Volvo Car Corporation. The procurement function has become key in the mobile phones business, and Mr. Franzén will implement an efficient and world-class sourcing structure and organization.

Heading up the strategic market development function, the company recruited Philip Vanhoutte who joined the Ericsson Consumer Products management team recently. Mr. Vanhoutte has a long experience in consumer markets, having worked for, among other global players, Fujitsu and Dell and most recently MCI Worldcom International where he held the position of Senior Vice President for Marketing and Sales.

“As one of the three top players in the global market for mobile phones, we are strengthening our market position through leading design, a strong supply management and global market reach,” said Jan Wäreby, Executive Vice President of Ericsson's Consumer Product division. “We have recruited three new top managers who stand for world-class performance in their fields of expertise. We have adopted a clear focus for our mobile phones business, and we are committed to provide our customers with a leading product offering in design, technology, and price.”

Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.

Read more at <http://www.ericsson.com/press>

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