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Press release

Jonna Opitz appointed Head of Marketing and Sales at Inwido

Jonna Opitz, currently SVP of Communications for the Inwido Group, will have increased responsibility as of 1 September, when she becomes the Group's new Head of Sales and Marketing. In this role she will also be responsible for the strategic development of Inwido's offer and concept, while retaining responsibility for the Group's communications.

"Inwido's strategy is to develop as a focused consumer company by strengthening marketing, sales and concept development from the consumer perspective. Appointing Jonna Opitz is a further step in this direction. I am particularly pleased that we were able to find the ideal candidate for the new post internally", says Håkan Jeppsson, President and CEO of Inwido.

Jonna will now lead a management team dedicated to marketing and sales, with appointed members from all business areas. The team will coordinate all commercial initiatives focusing on launching innovative products and services, and creating a link between the consumer and Inwido's production facilities. "Even though 70 percent of our sales are direct to consumers, we still have some way to go to achieve our goal of putting the consumer at the heart of everything we do and develop. This is one of the greatest challenges facing the whole Group over the next few years", says Jonna Opitz.

As Jonna Opitz takes up her new post, another of Inwido's senior executives will also be given greater authority. The current SVP HR, Lena Wessner, will now also be responsible for sustainability and CSR.

"These are absolutely crucial issues, especially for a company such as Inwido. I am convinced that Lena is the right person to handle them", says Håkan Jeppsson.

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