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## Björn-Erik Karlsson Bisnode's new Regional Director Nordic

**Björn-Erik Karlsson has been appointed Regional Director Nordic at Bisnode. His most recent position was as Deputy Managing Director and HR-Manager at Atea Sweden. Together with Bisnode's next CEO Lars Pettersson, Björn-Erik is one half of a successful duo that has achieved solid growth in a dynamic and highly competitive industry.**

Björn-Erik Karlsson has held management level positions in the rapidly growing IT-industry over the past 25 years. During the course of his career he has started and contributed to the growth of an IT-company, from the start to close to 100 employees, after which he moved on to Martinsson and Atea Sweden. Most recently Björn-Erik held the position of Deputy Managing Director and HR-manager at Atea Sweden with a total revenue in excess of SEK 7 billion and about 1,750 employees.

"Björn-Erik Karlsson has valuable experiences from the fast paced IT-industry both as an entrepreneur and from management positions in large organisations. His ability to unite and motivate people, teams and companies towards a common goal is well known. Our growth strategy dictates finding and harnessing synergies among the companies within the Bisnode universe. Björn-Erik is the right person to lead that process in the Nordic region," says Fredrik Åkerman, CFO and acting President and CEO at Bisnode.

"I have been in the IT-industry for 25 years and now I look forward to take on the challenge of meeting the surrounding world's great and ever changing needs of refined digital business information. Bisnode is in a very exciting position. The closeness to the customers, the strength of the relationships with them and the organisation's aggregated competence is a solid base for continued and increased success, says Björn-Erik Karlsson, Bisnode's new Regional Director Nordic.

Björn-Erik Karlsson has worked closely to Bisnode's new CEO Lars Pettersson for 12 years. Together they have created organic and acquisition driven growth, in times of both economic contraction and expansion, by creating a strong team spirit and by motivating the co-workers to focus on the common goals. Björn-Erik starts as Regional Director Nordic 1 February 2012.



*For further information:*

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About Bisnode:

Bisnode is one of Europe's leading providers of digital business and decision support information, with a complete offering of online services for marketing, credit and business information. Bisnode's business information solutions helps companies to increase sales, reduce business risks and improve their daily business decisions. Bisnode was founded in 1989 and has more than 3,000 employees in 17 European countries. Bisnode is owned 70 per cent by Ratos and 30 per cent by Bonnier. For more information visit [www.bisnode.com](http://www.bisnode.com)