

Borås  
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## **Ellos Group recruits Sourcing & Supply Director**

**Ellos Group is intensifying the efforts to improve purchasing efficiency and has recruited Johan Kromer as new Sourcing & Supply Director. His most recent position has been Global Production Manager at Varner Group, a Norwegian fashion company.**

“We are developing an efficient sourcing to support growth over the next years, by strengthening our flexibility and bargaining power. It includes a number of new agents and suppliers, and at the same time, safeguarding the sustainability dimension. Johan’s profile is an excellent fit to drive this work onwards. His extensive experience from managerial positions in major business Group will be of significant value to us”, says Hans Ohlsson, CEO of Ellos Group.

Beside the efforts to improve flexibility and bargaining position, by dual or triple sourcing, the integration of Stayhard into the common sourcing organisation of the group is ongoing. The suppliers’ sustainability work is another area of focus and Ellos Group will increase the monitoring in this regard.

“I am looking forward to focus on e-commerce, which has a favourable growth outlook. Ellos Group has initiated a number of relevant projects in its supply chain and one of my first assignments is to realise the full potential. We will also take the next step in optimising the common sourcing organisation”, says Johan Kromer.

Johan Kromer has had long career within Varner Group and he started as Product Manager, Cubus Men. Since then, he has held a number of managerial positions within the areas of quality and purchasing. His latest position has been two-fold; Global Production Manager, Varner Group and Buying Manager, Cubus. Johan Kromer will join Ellos Group on 1 August as a member of the Executive Committee.

Ellos Group includes the online stores Ellos, with fashion and home interior, Jotex, focusing on home interior, and Stayhard, targeting men’s fashion.

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Ellos Group – with companies Ellos, Jotex and Stayhard – is the Nordic region’s leading e-commerce group. Working closely with our millions of customers, we constantly strive to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. Ellos Group, headquartered in Borås and with operations in all Nordic countries, has approximately 750 employees and 2015 sales of SEK 2 billion. Ellos Group’s principal owners are Nordic Capital Fund VIII, Paul Frankenius (with co-investor Frankenius Equity AB), and board chairman Anders Halvarsson.