

Press release

Borås
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The Ellos Group strengthens its organisation

Radical changes over the past three years have started to show results. The Ellos Group is now ready to push ahead in driving profitable growth and is therefore strengthening the organisation with the addition of three new employees.

The Ellos Group is today one of the leading e-commerce companies in the Nordic region in fashion and home furnishings. Radical changes over the past three years have started to show results. The Ellos Group is now ready to push ahead in driving profitable growth and is therefore strengthening the organisation with the addition of a new Brand manager/Managing Director for Ellos, an E-commerce manager for Ellos and a Logistics manager for the Ellos Group.

Marina Davarinou has been recruited as Brand manager/Managing Director of Ellos

Marina has many years' experience of e-commerce and marketing and joins Ellos from the Netonnet Group where she currently works as marketing director. Her previous positions include marketing manager at the IT company Appello and at the consumer electronics chain SIBA. In her new role she will have overall responsibility for Ellos' growth and profitability - the role that Hans Ohlsson previously held along with the role of President and CEO. She takes up her position in March this year and will also be part of the Ellos Group's management team.

"Ellos is a great company with huge potential. I'm looking forward to leading and contributing to the company's growth and development. Key focus areas going forward will include continuing to develop the brand, the offering and e-commerce based on customer needs. Customer satisfaction and "user experience" are things I am passionate about and key areas. It will be very exciting to make further use of my experiences at the Ellos Group, at a stage where development is very rapid," she says.

Jessica Egman has been recruited as E-commerce manager of Ellos

Jessica will be in charge of overall sales at Ellos.. She joins Ellos from Jollyroom where she was marketing director. She has extensive knowledge and experience in digital sales and marketing and will take up her new position in February this year.

"I look forward to coming to Ellos, a brand with a rich history and a really exciting future. I'm passionate about development and sales, and see great potential in the Ellos brand platform," she says.

ELLOS GROUP

ellos Jotex STAYHARD

Mathias Parkhagen has been recruited as Logistics manager for the Ellos Group

Mathias will have overall responsibility at the Ellos Group for distribution, logistics, production and maintenance. He joins Ellos from DHL, where he was manager of DHL Freight Service's 3PL business, which provides logistics solutions in retail and e-commerce. He was previously Head of Operations at Nelly.com. He has extensive knowledge and experience in warehousing, logistics and distribution and will take up his position in spring 2017.

Ellos Group's lead role in e-commerce and its history of logistics excellence, create a stable foundation on a tough market. Now that the company is entering a phase of profitable growth and focusing on customer experience, logistics is more important than ever and highlights the need for smart, new logistics solutions. This is where I'm looking forward to helping the Ellos Group's companies with their various needs," he says.

Hans Ohlsson, President and CEO of the Ellos Group concludes:

"I am very glad that Marina, Jessica and Mathias are joining the Ellos Group. These recruitments will enable us to strengthen our team, to clearly focus on growth and profitability. We have successfully transformed the company and it's now time to push ahead and deliver profitable growth. These three new colleagues now give us the best prerequisites for that."

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The Ellos Group, which includes Ellos, Jotex and Stayhard, is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we are constantly striving to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. The Ellos Group, headquartered in Borås and with operations in all the Nordic countries, has around 700 employees and sales of SEK 2 billion. The principal owners are Nordic Capital Fund VIII, Paul Frankenius (with co-investor Frankenius Equity AB), and Chairman of the Board, Anders Halvarsson