

Press release

Borås

31/05/2017

The Ellos Group is investing in an innovation laboratory

The Ellos Group is taking the next step in its development and has appointed Malin Sundström to be in charge of developing the Group's innovation laboratory.

Malin Sundström will be responsible for building an innovation laboratory, with the task of better utilizing ideas, developing, evaluating and implementing them so that the innovation rate increases at the Ellos Group. Malin will contribute to creating the perfect customer experience and maximizing the Group's marketing efficiency.

"The Ellos Group is an exciting company that wants to be the best in consumer awareness. Investing in an innovation laboratory says a lot about the company's attitude. I will be a treasure hunter, looking at good thoughts and ideas from the employees and looking everywhere for brilliant people. The innovation lab will enable ideas to be developed and realized," says Malin Sundström.

Malin has a PhD in Economics and Associate Professor at Borås University. She is well-known to many through her research and work in the retail industry. One of Malin's specialties is the digitization of the retail sector, where she has presented several studies about Swedish consumers, changing shopping patterns and new ways of making purchasing decisions. She is co-author of the research article "The digitalization of retailing: an exploratory framework", which recently received an award for "Outstanding Paper" at the prestigious Emerald Literacy Network Awards for Excellence.

"We are working to achieve the perfect customer experience, both by capturing good ideas from the outside world and employees, and also by developing our employees' skills. We are pleased to be able to gain momentum through Malin's knowledge and experience," says Mathias Ekström, Marketing Manager (CMO) of the Ellos Group.

Malin and the Ellos Group found each other due to a long-term collaboration between the University of Borås and the Ellos Group, where the University has contributed commissioned research. Malin's most recent appointment was as Academic Director of the Swedish Institute for Innovative Retailing (SIIR) at Borås University, where she will continue as a part-time researcher, in parallel with her employment at the Ellos Group. Malin will take up her position at the Ellos Group on 1 June 2017.

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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 around SEK 2 billion. The principal owners are Nordic Capital Fund VII, Paul Frankenius (with co-investor Frankenius Equity AB), and Chairman of the Board, Anders Halvarsson