

ELLOS GROUP

ellos **Jotex** STAYHARD

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THE ELLOS GROUP RECRUITS NEW CIO

Jörgen Hellberg will take on the role as Chief Information Officer (CIO), for the Ellos Group in December.

"Jörgen has extensive knowledge of e-commerce and IT as well as an innovative and data-driven approach, which will be valuable to us in our ongoing work," says Hans Ohlsson CEO of the Ellos Group.

Jörgen Hellberg will have overall responsibility for the IT function and will ensure the continuing development of the Ellos Group's e-commerce platform, and he will also work as further support for the Group's business processes.

"E-commerce is by far the most exciting area where development is fast and opportunities are significant. Being able to continue developing the Ellos Group, with its leading position in e-commerce and its rich history, feels fantastic and very inspiring," says Jörgen Hellberg.

Jörgen Hellberg comes to the Ellos Group from IKEA, where he currently has the role of Solution Area Manager. Before that, he was responsible for IT and project offices at Getinge and CIO at NetOnNet. Jörgen will be part of the Ellos Group's group management.

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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 and Paul Frankenius with Frankenius Equity AB. Chairman of the Board is Anders Halvarsson.