

Lotta Lyrå appointed new CEO of Clas Ohlson

Lotta Lyrå has been appointed new President and CEO of Clas Ohlson, effective as of 16 June 2017. Mrs Lyrå comes from a position as Head of Development & Expansion at IKEA Group, where she is a member of the Group management team.

Before the role as Head of Development & Expansion, Lotta Lyrå has held several leading positions within IKEA Group, for instance as CEO assistant and within strategy development and digital transformation.

“In Lotta Lyrå, we have recruited a strong leader with many relevant experiences and personal qualities making her the right person to continue developing the company. Lotta is joining a fantastic company with a solid position and I am very much looking forward to working with her on Clas Ohlson’s continued growth journey,” says Kenneth Bengtsson, Chairman of the Board at Clas Ohlson.

Lotta Lyrå is born in 1975 and holds a MSc from the Stockholm School of Economics. Besides several leading positions at IKEA Group Mrs Lyrå has held various positions within Södra Skogsägarna and McKinsey & Co.

“I feel incredibly privileged to have been given the opportunity to lead a company with such strong corporate culture and sound values as Clas Ohlson. The retail industry is at a very exciting place at the moment with new actors, new technology and new expectations from customers and it will be very inspiring to, together with all co-workers at Clas Ohlson, be a driving factor in this development,” says Lotta Lyrå.

Until Lotta Lyrå enters the role as President and CEO of Clas Ohlson, Peter Jelkeby will, as previously announced, take on the role as acting CEO.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of over 7.5 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com