

Tim Heldmann appointed CMO at Clas Ohlson

Tim Heldmann has been appointed Chief Marketing Officer (CMO) at Clas Ohlson. He will thereby lead the Group commercial function and also be part of the Group Management team. Tim Heldmann starts his new position on August 16, 2021.

Tim Heldmann most recently came from a position as Global CMO at the electric performance car company Polestar, where he was responsible for Brand, Marketing and Retail. Previous career stations have been at Red Bull, Procter & Gamble and Wella.

“I am very happy to welcome Tim Heldmann to Clas Ohlson. With Tim’s experience from international brand building I am convinced we will be able to realise even more potential in one of the most known and beloved brands in the Nordics,” says Kristofer Tonström, President and CEO of Clas Ohlson.

Clas Ohlson's commercial organization consists of Group wide Nordic teams covering marketing, brand and parts of the customer journey such as CRM and loyalty. Tim Heldmann will lead the commercial operations with the goal of maximizing the value of the Clas Ohlson brand and further strengthening the company's position as the customer's first choice for products, guidance and services for a better and simpler life at home.

“I am really looking forward to start working with the talented team at Clas Ohlson and to further develop the already very strong Clas Ohlson brand across all consumer touch points. Clas Ohlson is a household brand and I perceive it as a truly inspiring challenge to also make the company’s offering present in all households across the Nordic home markets,” Tim Heldmann comments.

For more information, please contact:

Niklas Carlsson, Group Head of Communications, +46 247-444 29,
niklas.carlsson@clasohlson.se

Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 4,500 co-workers and annual sales of approximately 8.3 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com/en to read about us and our passion for simplifying life in all kinds of homes.