

Stockholm, February 10<sup>th</sup>, 2015

## **Scandic Hotels appoints Thomas Engelhart as Chief Commercial Officer**

**Scandic – the largest and the leading hotel company in the Nordics – announces the appointment of Thomas Engelhart as Chief Commercial Officer and head of all commercial functions.**

In a complex and rapidly changing world with increasing digitalisation, new customer preferences and fierce competition in gaining the attention, buying decisions and loyalty of the customers, Scandic is accelerating its growth journey by strengthening the commercial focus, further developing the customer experience and increase its international reach.

Thomas has previously been at Scandic when he from 2007-2011 had the position of head of commercial functions. During this time he contributed significantly to the successful platform that has brought Scandic to the leading position we are enjoying today.

”We are delighted to welcome Thomas back to our team. Scandic currently has a strong momentum coming out of a 2014 where we gained market share in all of our Nordic key markets. In his new role with us, Thomas will further drive our commercial efforts and secure that the full strength of Scandic will benefit our many customers even better” says Frank Fiskers, President & CEO.

After his time at Scandic, Thomas was Managing Director of Coop Marknad and now latest comes from a position as head of Nordics for Rezidor Hotel Group.

”I am very excited about being back at Scandic” says Thomas Engelhart. ”The company is much bigger than when I left in 2011 and has very successfully built upon the commercial strategy that we started already in 2007. To again become part of this journey makes me very proud”.

Thomas Engelhart will start in his new role August 5<sup>th</sup>, 2015. In this role he will be a member of the Executive Committee and report to President & CEO Frank Fiskers.

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#### **About Scandic Hotels**

Scandic is the market leader in Nordic hospitality with an unbeatable network of almost 230 hotels with 42,000 hotel rooms and run by 14,000 committed team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.4 million members. Scandic is the 'best hotel brand' in the Nordics (BDRG 2014). Responsibility is a part of Scandic's DNA and for the fourth year running, Scandic has been designated the most sustainable hotel operator according to a Sustainable Brands survey. [www.scandichotels.com](http://www.scandichotels.com)