



The largest Nordic hotel company

## PRESS RELEASE

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# Scandic recruits Elin Westin as Director of Communications

**Scandic Hotels, the largest hotel company in the Nordic region, has recruited Elin Westin from Cohn & Wolfe for the position as Director of Communications.**

Elin Westin has been recruited as Director of Communications at Scandic Hotels Group. She will have overall responsibility for the further development of the Group's commercial public relations, internal communications and company profile.

Elin has extensive experience in marketing and communications and has held senior executive positions at Springtime, Lensway, Prime and most recently from her position of Senior Vice President of Cohn & Wolfe in Sweden.

- With her experience from working in the Nordic countries together with extensive experience in driving sales through innovative PR and communication campaigns in both B2B and B2C, Elin will be a great asset for Scandic going forward, says Thomas Engelhart, Chief Commercial Office, Scandic.
- Managing communication for the Nordic region's strongest hotel brand is a dream job. Scandic has a solid history, high guest confidence and exciting new concepts. With this as a starting point, I look forward continuing the work to bring the Scandic brand to life with the marketing teams in the various countries, says Elin.

Elin will start on September 19 and be based in Stockholm. She will report to Scandic's Chief Commercial Officer, Thomas Engelhart.

### **For more information, please contact:**

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### **About Scandic Hotels Group**

Scandic is the largest hotel company in the Nordic region with 14,400 team members and a network of close to 230 hotels with about 44,000 hotel rooms in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector with 1.7 million members. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been named Best Hotel Brand in the Nordic countries (BDRC). Since December 2, 2015, Scandic has been listed on Nasdaq Stockholm. [www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)