



The largest Nordic hotel company

PRESS RELEASE

September 8, 2016

Scandic recruits Talent & Employer Branding Manager

Scandic Hotels, the largest hotel company in the Nordic countries, has recruited Sofia Fridell Wigström of Denison Consulting Nordics for the new position of Talent & Employer Branding Manager.

Sofia Fridell Wigström has been recruited as Talent & Employer Branding Manager within the Group. She will be responsible for continuing to develop Scandic's strong employer brand when it comes to attracting, recruiting and developing Scandic's team.

Sofia has worked within strategic HR for close to 10 years. She has held a series of senior positions at Carnegie, Nova, Agentum and most recently the position of Business Development Manager at Denison Consulting Nordics where she was responsible for starting up operations in the Nordic countries.

- Scandic has a very strong culture and we want it to influence all points of contact with our employees – both current and future. Sofia's knowledge and experience in this area will be a great asset for us, says Lena Bjurner, SVP Human Resources, Scandic.
- I'm very happy to have the opportunity to work with the Scandic brand. I look forward to supporting our leaders in attracting, recruiting and developing the best people, says Sofia Fridell Wigström, Talent & Employer Branding Manager, Scandic.

Sofia is located in Stockholm and reports to Scandic's SVP Human Resources, Lena Bjurner.

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About Scandic

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