



The largest Nordic hotel company

PRESS RELEASE

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Siri Wikander appointed new Director of People Growth at Scandic Hotels

In December, Siri Wikander will start as Director of People Growth at Scandic. Siri has worked for many years within digitalization, communication and sustainability and comes most recently from a position as Head of People & Culture at Hemfrid.

Siri will be primarily responsible for enhancing the employee and customer experience by capitalizing on the potential of digitalization at Scandic. This includes further developing Fuse, a new social platform for training and communication that Scandic is implementing right now.

- To optimize the customer experience, employees need to work cross functionally. By combining different skills, you can find new solutions and create job satisfaction. The new internal communication and training program that Scandic is launching is a positive and bold move. There is enormous strength when people start sharing their best tips with each other, says Siri.
- We want to move the mandate out into the organization and strengthen our workforce, and Siri understands the importance of a strong corporate culture. She has vast experience from change management in companies large and small and will be an excellent addition to our team, says Lena Bjurner, SVP HR & Sustainability at Scandic Hotels Group.

Siri's most recent position was as Head of People & Culture at Hemfrid. Prior to this, she was Head of Talent Management at Axfood.

- Scandic's combination of agility and responsibility goes well with my values. The fact that Group management sees the opportunities of digital opens great opportunities for Scandic to grow and develop, which makes the company a very attractive employer, says Siri.

Siri will begin her new position on 4 December 2017.

For more information, please contact

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About Scandic

Scandic is the largest hotel company in the Nordic region with 15,000 team members and a network of close to 230 hotels with about 45,000 hotel rooms in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector with 2 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