



PRESS RELEASE

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Scandic recruits new HR and Sustainability Director

Scandic has recruited Bitte Ferngren as its new HR and Sustainability Director and member of its Executive Committee. Bitte will join Scandic in the fall of 2019 from her previous position as the HR Director of the international insurance company RSA Scandinavia.

In the last 20 years, Bitte has held senior HR positions in several major organizations, including five years at Posten Sverige AB and nine years in the Telia Group. In the last four years, she was the HR Director of insurance company RSA Scandinavia, which includes the brands Trygg Hansa and Codan.

“Bitte has solid experience from work on values and has managed business-driven change processes in major organizations, and she will contribute valuable expertise to Scandic. I am very happy that we managed to recruit Bitte, and I look forward to working with her,” says Jens Mathiesen, President & CEO of Scandic Hotels Group.

“Scandic has a value-based culture that has contributed to its strong brand, and I look forward to participating in the continued development of the company. As my first job was with SHR, or Visita, as it is known today, it feels like returning home after many years in other sectors,” Bitte Ferngren says.

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About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic countries with more than 280 hotels, in operation and under development, in more than 130 destinations. The company is the leader when it comes to integrating sustainability in all operations and its award-winning Design for All concept ensures that Scandic hotels are accessible to everyone. Well loved by guests and employees, the Scandic Friends loyalty program is the largest in the Nordic hotel industry and the company is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm.

www.scandichotelsgroup.se