

Management Team

Stromma has a strong management team, which has long experience from the travel and tourism industry. Several key employees have been with the company for multiple years and the average employment length in the management team is ~11 years.

<p>PATRIC SJÖBERG President & CEO</p> <p>Employed since: 2019</p>	<p>Umeå School of Business, Economics and Statistics</p>	<ul style="list-style-type: none"> • President & CEO at Mässfastigheter AB och Stockholmsmässan AB, 2008-2019 • CEO at SAS Human Resources AB, 2005-2008 • CEO at SAS Trading AB, 2001-2005 • IKEA Sweden, Trainee and Department manager in Stockholm and Uppsala, 1991-2001 • Sales and Key Account Manager at Osvald Hedberg A/S in Oslo, 1987-1991 • Currently director of the board at Loka Holding AB, 2012 - 	<p>PETER HENRICSON Business Unit Director Sweden</p> <p>Employed since: 1993</p>	<p>IHM Business School</p>	<ul style="list-style-type: none"> • Division manager and CEO for several divisions within Strömma: • CEO Strömma Bokningen AB • CEO Strömma Fjäll & Aktivitet AB • CEO Strömma Buss AB • Currently Director in several boards, including Strömma buss AB, Rederiaktiebolaget Göta Kanal, Djurgårdens Färjetrafik AB among others
<p>MARIE JOHANSSON CCO</p> <p>Employed since: 2015</p>	<p>University of Växjö, University of Hertfordshire (Master of Science in Business Administration)</p>	<ul style="list-style-type: none"> • Sales & Marketing Director, Ticket Biz, 2011-2015 • Director Groups & Events, Ticket Biz, 2008-2011 • Marketing- & Communication Director Ticket Travel Group, 2003-2008 • Marketing Manager of Ticket Resebyråer , 2001-2003 • Commercial Manager – Inter IKEA Systems, 1999-2001 • Business Development Manager of IKEA Svenska AB, 1996-1999 	<p>MADS V. OLESEN Business Unit Director Denmark</p> <p>Employed since: 2011</p>	<p>Handelsskolen i Randers Copenhagen Business School (Handels Diplomexamen)</p>	<ul style="list-style-type: none"> • Sales Consultant and Branch Manager – Transamerica Leasing • Sales & Marketing Manager and General manager – Vikingbus A/S • Adm. Director – Max Fodgaard A/S • Chairman of Skål International Copenhagen • Member of International Council, responsible for district Nordic • Currently Director in Cruise Copenhagen Network and member of Dansk Industri's Turismeudvalg
<p>BJÖRN HAMBERG CFO Stromma Group</p> <p>Employed since: 2010</p>	<p>Umeå School of Business and Economics (Master of Science in Business Administration)</p>	<ul style="list-style-type: none"> • Audit at KPMG 2005-2010 • Controller and CFO of Liftbolaget AB & Malthus AB 2009 • Senior group controller Stromma 2012-2019 • Experience as director of several boards in subsidiaries • Experience of several M&A cases 	<p>CAROLA HOEKSTRA CEO Stromma Netherlands</p> <p>Employed since: 2019</p>	<p>InHolland University of Applied Sciences</p>	<ul style="list-style-type: none"> • Managing Director Thomas Cook Netherlands 2014-2019 • Director Touroperating Thomas Cook Netherlands 2012-2013 • Manager Flight Holidays Thomas Cook Netherlands 2008-2011 • Product Group Manager TUI Netherlands 2006-2008 • Manager Touroperating Hotelplan Netherlands 1998-2006
<p>PETER KÅLA CEO Stromma Finland</p> <p>Employed since: 2013</p>	<p>Swedish School of Economics and Business Administration (Master of Science in Economics)</p>	<ul style="list-style-type: none"> • Sales and Marketing Director, Tjäreborg (Thomas Cook) 2006-2013 • Sales and Marketing Director, DHL Danzas Air & Ocean 2001-2006 • Sales Manager, Finland Travel Bureau (Finnair Group) 1995-2000 • Sales Representative, 3M (Finland & Sweden) 1995 • Member of the Board, Finland Group – DMC & Incoming, Association of Finnish Travel Industry (AFTA), 1.11.2013- • Member of the Tourism Businesses Working Committee, The Finnish Hospitality Association (MaRa), 1.11.2013- 	<p>OLE ASGEIR MADLAND Business Unit Director Norway</p> <p>Employed since: 2018</p>		<ul style="list-style-type: none"> • Journalist and sub-editor in The Norwegian Business Daily • Experienced advisor (PR and PA) Kreab, Rud-Pedersen, Geelmuyden:Kiese etc. • Managing several companies and start-ups