



StrongPoint opens new UK office and strengthens e-commerce management team

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(Oslo, January 12, 2022) StrongPoint, a leader in grocery retail, announces it has established an office in the UK and has strengthened its e-commerce division with the appointment of British national Chris Mackie as the Managing Director and Senior Vice-President for e-commerce with responsibility for global growth.

“With Chris Mackie’s appointment we are strengthening our e-commerce team with a driven leader with deep knowledge of the industry and a global professional background. As one of the most mature markets for grocery e-commerce, the UK is a natural place from where to lead our international expansion ambitions,” said Jacob Tveraabak, CEO of StrongPoint.

Chris Mackie was previously Global Vice President - Customer Success at Metapack and has over 20 years of experience of working for global software companies. For the last 12 years he has led and grown organisations spanning supply chain, retail, workforce, e-commerce and delivery management for companies such as Metapack, Oracle and Blue Yonder. At Oracle Chris Mackie led the Oracle Commerce Practice in EMEA responsible for eCommerce and Order Management. At Blue Yonder he built a multi-country organisation focused on their market leading Warehouse Management System used by grocers, retailers, brands and 3PL's in both non-automated and automated warehouses. Chris Mackie also joins StrongPoint with first-hand experience of retail having worked in stores, regionally and in Home Shopping for a major UK grocery retailer.

StrongPoint has an ambitious 2025 strategy, where accelerating the global expansion of the company’s world-class e-commerce solutions to grocery retailers is an important part. In 2021, StrongPoint expanded its geographical footprint with senior hires for its e-commerce team in the Benelux and DACH region, and the appointment of Chris Mackie is another important step in the international expansion strategy.

“Reaching profitability in online grocery has always been a challenge for retailers. StrongPoint’s solutions enable grocery retailers to achieve unprecedented levels of efficiency unlocking profitability. The world’s grocery retailers need StrongPoint to help them capture online market share at speed and I am proud to drive and scale such fantastic e-grocery solutions,” said Chris Mackie.

Chris Mackie will start in his role in mid-January 2022. He will join the Executive Management Team of StrongPoint and will be based in the UK.

Disclosure regulation

This information is subject to the disclosure requirements pursuant to Section 5-12 the Norwegian Securities Trading Act.

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About StrongPoint

StrongPoint is a retail technology company that provides solutions to make shops smarter, shopping experiences better and online grocery shopping more efficient. With over 400 employees in Norway, Sweden, the Baltics and Spain and together with a wide partner network, StrongPoint supports businesses in more than 20 countries. StrongPoint provides in-store cash management and payment solutions, electronic shelf labels, self-checkouts, task and labor management software, click & collect temperature-controlled grocery lockers, in-store and drive-thru grocery pickup solutions and, grocery order picking solutions. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of 1bn NOK [ticker: STRO].

Attachments

- [Download announcement as PDF.pdf](#)