



StrongPoint announces strategic reorganisation of its Spanish operations and its global cash management business

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(Oslo, January 14, 2021) StrongPoint today announces the strategic reorganisation of its management team in Spain and its global cash management business. The aim is to further accelerate StrongPoint's position in providing grocery e-commerce solutions in Spain and to pursue global opportunities in the cash management sector.

In light of the growing demand for grocery retail technology solutions, StrongPoint has appointed Lorena Gomez Latorre as the Managing Director and Senior Vice President for StrongPoint Spain. Gomez has extensive experience in managing and scaling sales in the retail sector and is currently the sales director for the retail technology division at HMY Group.

“Coming with a broad and deep knowledge and experience of retail technology sales across Europe, Gomez will play an instrumental role in scaling our operations locally and regionally. With her leadership we are confident in meeting the growing demand for our grocery retail products and services, in particular grocery e-commerce solutions,” said StrongPoint Group CEO Jacob Tveraabak.

The current country manager for Spain, Javier Aguilera, is to take over a new global role as International Director Cash Management Sales, where he will report directly to StrongPoint Group CEO, Jacob Tveraabak.

Trond Kongrød, SVP EMEA will, after a transition period, end his employment at StrongPoint. Kongrød has since 2009 held various leadership roles including leading the Spanish operations from the entry into the market with four years of continuous growth including manoeuvring in a market hard hit by the coronavirus pandemic. Jacob Tveraabak thanks Kongrød for his service and wishes him well in his future endeavours.

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About StrongPoint

StrongPoint is driving productivity for European retailers by providing innovative, integrated technology solutions for multi-channel retailing based on long-standing relationships with customers and partners. StrongPoint is also a leader in Labels for customers in Norway and Sweden. StrongPoint offers best-in-class service and consultancy expertise through its team of 460 employees in Norway, Sweden, the Baltics and Spain. StrongPoint is headquartered in Rælingen, Norway, and listed on the Oslo Stock Exchange (ticker: STRO).

Attachments

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