



Schibsted ASA (SCHA/SCHB) - Schibsted ASA announces management changes

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Schibsted ASA (“Schibsted” or “Schibsted Marketplaces”) today announced a new Executive Leadership Team, as part of its transformation into a new and more focused marketplaces company.

The announcement follows the appointment of Christian Printzell Halvorsen as new CEO of Schibsted Marketplaces, communicated on 16 May 2024 (read more [here](https://schibsted.com/news/christian-printzell-halvorsen-appointed-ceo-of-schibsted-asa/): <https://schibsted.com/news/christian-printzell-halvorsen-appointed-ceo-of-schibsted-asa/>). The Executive Leadership Team will be effective after the closing of the divestment of Schibsted's news media operations to the Tinius Trust, planned to take place on or around 7 June 2024.

Its composition reflects Schibsted Marketplaces strategy to be centred around our four core marketplace verticals – Mobility, Jobs, Real Estate and Recommerce – supported by four shared functions and a Foundation unit. Hence, Schibsted's current structure with the three business areas Nordic Marketplaces (NMP), Media, and Growth & Investments (G&I) will cease.

“I'm really pleased to present this team of talented people, which is fit-for-purpose for our exciting future as a more focused marketplaces company. Together, we will unleash the full potential of the new company by building on our strong positions and product offerings while simplifying and streamlining the organisation and our cost base,” Printzell Halvorsen says. “A key principle as we designed the organisation was to give more strength and autonomy to our verticals, as we strengthen our focus on the strategic opportunities within them.”

The Executive Leadership Team will, in addition to Christian Printzell Halvorsen, consist of the following members:

Per Christian Mørland, EVP CFO (current)

In addition to his existing responsibilities, the strategic role of the CFO will be strengthened by integrating the M&A function and the Growth portfolio from the Growth & Investments business area into the Finance function. This includes early stage investments, management of assets not included in the four verticals, and the management of ownership including Schibsted's holding in Adevinata.

Robin Suwe, EVP Mobility (new)

Robin is currently SVP Mobility within NMP and the CEO of Blocket. He has a long career within Schibsted, starting as a Management Trainee in 2009. In 2011, he launched and became the Head of Blocket Real Estate. He has since held several key roles, including Chief Operating Officer of Blocket, Marketplace Director for Motors, and SVP of Strategy & Business Development for Nordic Marketplaces. He holds a Master of Science in Engineering from Lund University.

Eddie Sjølie, EVP Jobs (new)

Eddie is currently SVP Jobs within NMP and CEO of FINN. He has been with Schibsted since 2011, in various senior management roles within FINN. Previous experience includes Managing Partner in Frost Business Development, Managing Director in Virtual Garden and Managing Director in D'Arcy. Eddie also has experience from Orkla Brands and McKinsey & Company. He holds an MSc in Economics and Business Administration from the Norwegian School of Economics and a degree in law from the University of Oslo.

Kjersti Høklengen, EVP Real Estate (new)

Currently SVP Real Estate within NMP, Høklengen joined Schibsted in 2022, coming from the role of Executive Vice President of Technology and Digital Channels in DNB, Norway's largest bank. Previous experience includes Division Director Innovation and Product- and Sales Development within DNB and a board membership at real estate data company Eiendomsverdi. Kjersti has an MSc in Business Economics from the University of Strathclyde in Glasgow and a Bachelor's degree in Economics from BI Norwegian Business School.

Cathrine Laksfoss, EVP Recommerce (new)

Currently SVP Recommerce within NMP, Cathrine has almost eleven years of experience from Schibsted, including as CEO of Schibsted eCommerce and Distribution. She is the co-founder of Helthjem and has broad industry experience including the position of CFO at Posten Bring Logistikk. She holds a Master of Marketing from BI Norwegian Business School and an MBA from H.E.C Paris.

Hanna Lindqvist, EVP Technology (new)

Currently SVP Technology and SVP Aurora Foundations within NMP, Hanna's new role includes responsibility for technology

strategy, architecture and tech consolidation across Schibsted Marketplaces. She joined Schibsted in 2021. She has broad experience from leading tech roles in companies including Svenska Spel, PayPal, and TeliaSonera. She has a Master's degree in International Business and German from Linköpings University.

Sven Størmer Thaulow, EVP Foundation (changing role)*

Currently Chief Data & Technology Officer for Schibsted ASA, Sven will take on a new position in the Executive Leadership Team as responsible for the common marketplace platform, including shared services, data, brand experience and a new unit driving AI innovation initiatives. He joined Schibsted in 2019. Sven has a wide experience in both tech, product and commercial roles in Cisco and Telenor, holding positions as CMO, CEO and Managing Director. He is chair of the board for NorwAI, the research centre at NTNU focused on AI innovation. He holds a MSc in Industrial Economics and Technology Management, with computer science as tech domain, from NTNU.

Ruben Søggaard, EVP Marketing & Sales (new)

Currently SVP Sales & Adjacent Products in NMP, Ruben will now lead Schibsted Marketplaces commercial activities and brand positioning. He was previously Commercial Director at FINN. Ruben has over 20 years of experience from agencies such as Leo Burnett, Apt and Mediacom, the latter of which he was CEO of before joining FINN. He holds a degree in Computer Science from the University of Oslo and Marketing from Norges Markedshøyskole.

Ragnar Kårhus, EVP People & Communications (acting)

Responsible for leading the transformation of the Schibsted Marketplaces organisation until a successor to the current EVP People, Grethe Malkmus, has been appointed. Ragnar was CFO of Schibsted until mid 2023 and has since been in a senior advisory role, leading transformation projects related to the separation of Marketplaces and Media. Ragnar also brings broad industry experience from CEO positions in Telenor Broadcast Holding, Canal Digital AS, Telenor Norge AS and Waterfront Shipping ASA.

For pictures, please see the press release on schibsted.com.

* *Foundation is a working name for this unit and will be changed at a later stage.*

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Attachments

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