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Åsa Mindus Söderlund appointed new CEO of Försäkringsaktiebolaget Avanza Pension

Åsa Mindus Söderlund, currently CEO of Avanza Fonder AB, has been appointed the new CEO of Försäkringsaktiebolaget Avanza Pension. Åsa will take over the position before the end of the year, and recruitment of a new CEO for the fund management company will begin immediately.

In early September it was announced that the current CEO of the pension company, Annika Saramies, had decided to leave Avanza after 11 years. Åsa Mindus Söderlund, who took over as CEO of Avanza Fonder AB in August 2017, has been named the new CEO of Försäkringsaktiebolaget Avanza Pension. Åsa will take up her new post before the end of the year.

“Occupational pension issues are exciting and challenging. It is the most important form of savings for most people and there is a lot to do and change in the occupational pension market. Making it more transparent and less greedy is something I am passionate about,” says Åsa Mindus Söderlund, incoming CEO of Försäkringsaktiebolaget Avanza Pension.

Åsa has broad experience from the financial industry with a focus on funds and pensions. Before joining Avanza, she was CEO of SPP Konsult, a pension consultancy, and a member of SPP Pension & Försäkring’s management team.

“I am extremely pleased that Åsa, who is a very driven and popular leader, is taking on the CEO role in the pension company. Åsa has during the year we have worked together shown a strong commitment as well as extensive knowledge of occupational pensions, where understanding new regulations is especially important. I look forward to supporting Åsa in Avanza’s continued development in pension savings from the already strong position we have today,” says Rikard Josefson, CEO of Avanza and Chairman of the Board of Försäkringsaktiebolaget Avanza Pension.

For further information, please contact:

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Avanza is a digital platform for savings and investments, founded in 1999. The Parent Company, Avanza Bank Holding AB (publ), is listed on the Stockholm Stock Exchange. Avanza’s customer promise is a better return on your savings than with any other bank or pension provider in Sweden. Services include saving in shares, funds, savings accounts, mortgages and a strong pension offering. Avanza has more than 800,000 customers with over SEK 300 billion in total savings capital. This is equivalent to 3.8 per cent of the Swedish savings market. Avanza is largest in terms of number of transactions among Swedish banks on the Stockholm Stock Exchange including First North. During the last eight years Avanza has won SKI’s (Swedish Quality Index) award, “Year’s Most Satisfied Savings Customers”. For more information visit: investors.avanza.se/en