

CV – Linda Hellström

Born: 1974

Education: M.Sc. in Business Administration from the Stockholm School of Economics

Contribution to the Board's work:

Highly experienced in creating growth through customer centricity and data-driven marketing for Nordic and global companies. Focus on personalization at scale, customer acquisition, engagement and loyalty through leveraging customer data, marketing technology, new media channels and strategy. Has driven a number of digital transformations programs within retail, telecom, media and finance during the last 20 years.

Relevant employment history:

2013–2022 Co-CEO/Managing Director, Kaplan, part of Accenture Interactive

2009–2012 CMO, Lernia

2004–2009 Partner, Differ

2003–2004 Nordic Brand Manager, Consumer Retail, Henkel Norden AB

2000–2003 Management Consultant, Accenture

Other assignments:

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