

Press release

Stockholm 30 April 2018

Sara Öhrvall joins SEB as Chief Digital, Customer Experience and Communications Officer

Sara Öhrvall, has been appointed Chief Digital, Customer Experience and Communications Officer and member of SEB's Group Executive Committee. Sara Öhrvall has an extensive background within digital transformation, product development as well as communication from a number of industries. She is presently a senior advisor and a board director of Investor, SEB, Bonnier Books, Bonnier News, Umeå University and Vinnova. Sara Öhrvall holds a Master of Science in International Business from Umeå University.

"I am very glad to welcome Sara Öhrvall to SEB, who is joining us to further strengthen our digital transformation journey. Following Viveka Hirdman-Ryrberg's departure to Investor, Sara will head up our Marketing & Communication function as well as take on a broader role. She will lead SEB's work in setting strategies and finding new digital growth opportunities in the intersection of customer requirements, new technology applications and advanced analytics. Sara is one of Sweden's most acknowledged digital strategists, always taking a customer perspective, and she has deep insights on the impact of critical long-term transformative trends. She knows us very well and brings a lot of also hands-on knowledge to SEB. I really look forward to having her on the team", says SEB President and CEO Johan Torgeby.

"As disruptive technology forces are shaping the future of financial services, I'm excited to join the SEB team to design and build future banking experiences that are meeting rapidly heightened customer expectations. This also reflects that banks operate in a complex environment where trust and transparent communication is key. I am greatly looking forward to interlink the overall responsibility within SEB for digital, customer experience and communication with my background in driving digital transformation", says Sara Öhrvall.

Sara Öhrvall will before she joins SEB as of 13 August 2018, leave several of her board directorships including Dagens Industri, Dagens Nyheter, Expressen, Investor and SEB. Sara Öhrvall will leave SEB's Board of Directors as of 30 June 2018.

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SEB is a leading Nordic financial services group with a strong belief that entrepreneurial minds and innovative companies are key in creating a better world. SEB takes a long term perspective and supports its customers in good times and bad. In Sweden and the Baltic countries, SEB offers financial advice and a wide range of financial services. In Denmark, Finland, Norway, Germany and the United Kingdom, the bank's operations have a strong focus on corporate and investment banking based on a full-service offering to corporate and institutional clients. The international nature of SEB's business is reflected in its presence in some 20 countries worldwide. At 31 March 2018, the Group's total assets amounted to SEK 2,903bn while its assets under management totalled SEK 1,854bn. The Group has around 15,000 employees. Read more about SEB at sebgroup.com.