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# Changes within SEB's tech and innovation organisation

**SEB has appointed Christoffer Malmer as head of SEB Embedded, a new business unit created to commercialise the Banking-as-a-Service concept. Christoffer has until now led SEB's innovation studio SEBx. Nicolas Moch, currently Chief Information Officer (CIO) at SEB, will take over as head of SEBx. Svante Hedin, who is currently deputy head within FICC Markets, has been appointed new CIO.**

SEB continues to accelerate its digitisation and now focuses even more on new technology and on developing new customer products and offerings. Christoffer Malmer has been assigned to lead a new business unit that will focus on commercialising Banking-as-a-Service (Baas).

“Within the framework of SEBx, we have developed a completely new and complete banking platform where our customers can build their own financial services embedded in their own brand. We see good business potential for SEB to become a leading provider of BaaS services and I am happy for the trust and the opportunity to focus on and develop this new business area” says **Christoffer Malmer**.

SEBx will continue to explore new technologies and develop next-generation banking services and products, in collaboration with partners and fintech companies outside SEB.

“I am grateful that Nicolas Moch, who is a senior and skilled tech leader, will lead SEBx's important work forward. SEBx has a key role in future proofing SEB's technical capabilities and to drive innovation and business development” says **Petra Ålund**, Head of Technology at SEB.

At the same time, Svante Hedin becomes the new Chief Information Officer for SEB. Svante has a solid background in banking and not least within securities trading.

“I would like to welcome Svante Hedin in the role of CIO. For SEB, there is strategic value in that business development, technology and infrastructure are being very close to each other. This is how we can create real benefit and long-term, sustainable value for our customers” says Petra Ålund.

All changes come into effect from January 2023. None of the roles are included in the Group Executive Committee.

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services. In Denmark, Finland, Norway, Germany and the United Kingdom, we 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 our presence in more than 20 countries worldwide, with around 16,500 employees. At 30 September 2022, the Group's total assets amounted to SEK 4,277bn while assets under management totalled SEK 2,018bn. Read more about SEB at [sebgroup.com](https://sebgroup.com).