

Kristofer Tonström new President and CEO of Clas Ohlson

The Board of Directors of Clas Ohlson AB has appointed Kristofer Tonström as the new President and CEO of the company. Kristofer Tonström most recently come from a position as CEO of the fashion company Filippa K and will take up his new position no later than 9 March 2021.

“Clas Ohlson has built a stable platform for profitable growth and I am very happy that we have now recruited Kristofer Tonström, who together with the rest of our strong team, can continue to realize our long-term plan for the company. In Kristofer, we get a CEO with leadership in focus and who comes in with a lot of energy and great ambitions to develop Clas Ohlson further. I am really looking forward to our future collaboration,” says Kenneth Bengtsson, Chairman of the Board of Clas Ohlson.

Kristofer Tonström is born in 1979 and holds a MSc from the School of Business, Economics and Law at the University of Gothenburg. Prior to his position as CEO of Filippa K, he was CEO of Omega Pharma Nordic and has previously held senior positions within Procter & Gamble.

“My image of Clas Ohlson is characterized by the strong brand, the company's fascinating history and the distinct corporate culture. Clas Ohlson already has a fantastic position in the market and it will be incredibly exciting to be able to, together with all co-workers, contribute to the transformation journey that the company has embarked on,” says Kristofer Tonström.

Current President and CEO Lotta Lyrå announced on 4 June this year that she has decided to leave the company. Lotta will remain in her current role during her notice period until 4 December 2020. Thereafter, the company's CFO Pär Christiansen will take on the role of acting CEO until Kristofer Tonström takes office.

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, we are a retail company with customers in five markets, about 4,500 co-workers, and annual sales of approximately 8.8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com/en to read about our passion for simplifying life in all kinds of homes.