

Press release

6 October, 2016

Lotta Lovén new head of Digital Banking

Lotta Lovén is appointed Head of Digital Banking in Swedbank. The function was created in the spring of 2016 and was given the task to develop the bank's digital channels and increase the rate of innovation. Lotta Lovén comes from a position as acting co-head of the same unit.

In May of 2016 Swedbank announced the creation of a new Group function, Digital Banking, with the aim to ensure that Swedbank reaches its strategic objectives. Digital Banking's role in Swedbank will be to drive digital development, transformation and innovation.

- Lotta's solid experience in the area of digital development is a great asset for Swedbank and I am very pleased that we found the best candidate inside the bank. Lotta and her team in Digital Banking now have an important task to continue developing our digital offering in all markets. Their foremost target is more satisfied customers through innovation and development, says Birgitte Bonnesen, President and CEO.

Lotta Lovén has a diploma in business administration. She has had several leading positions in Swedbank with a focus on channel development and digital innovation and has been a member of the Group Executive Committee since 2016.

Up until now Digital Banking has had a dual leadership with Lotta Lovén and Girts Bērziņš as co-heads. Girts Bērziņš, currently also head of channel development and customer service in Baltic Banking assumes a new role as head of Strategy within Digital Banking. Girts will in this capacity stay as a member of Group Executive Committee.

For more information

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