

1 April 2025

Olof Sundblad new Head of Baltic Banking

Swedbank has today appointed Olof Sundblad as the permanent Head of Baltic Banking. He has been Acting Head of the same business area since October 2024 and will therefore continue to be part of the Group Executive Committee.

"Olof is strategic and knowledgeable. His experience from leading positions in the business area is a strong foundation for the continued successful development of our operations," says Jens Henriksson, President and CEO of Swedbank.

Olof Sundblad holds a Master of Science in Economics and Business Administration from Stockholm School of Economics. He has previously been CFO of Baltic Banking and has also held a variety of other positions in the financial industry since 2006.

"In the growing economies of Estonia, Latvia and Lithuania, the opportunities for Swedbank are plentiful. I look forward to continuing building on our strong presence in the Baltic markets by focusing on customer benefit," says Olof Sundblad, new Head of Baltic Banking.

Baltic Banking is one of Swedbank's four business areas with approximately 3.5 million private customers and 300,000 corporate customers in the home markets of Estonia, Latvia and Lithuania. The business area accounts for nearly one third of Swedbank's total operating profit.

For a detailed CV and additional press photo, visit: [swedbank.com](https://www.swedbank.com).

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