



Karl Sandlund appointed new President and CEO of Bygghmax Group

The Board of Directors of Bygghmax Group AB (publ) has appointed Karl Sandlund as new President and CEO of the company. Karl joins from a role as COO of AcadeMedia and has previously had leading positions at SAS, most recently Chief Commercial Officer.

“I am very happy to welcome Karl as the new CEO of Bygghmax”, says Anders Moberg, Chairman of the Board. “Bygghmax is moving forward from a position of strength, with a strong low price position, modernized customer offer, ambitious sustainability agenda and record high employee engagement. Karl’s excellent leadership skills and experience from commercial development will be important for Bygghmax future.”

Karl Sandlund joins from a current role as COO of AcadeMedia. He has previously had several leading management positions at SAS, most recently Chief Commercial Officer and interim CEO. He started his career at McKinsey & Company in Stockholm, and holds a M.Sc. in Industrial Engineering and Management from Linköping University.

“I really look forward to be a part of Bygghmax future journey”, says Karl. “As a customer, I have been impressed by the brand journey Bygghmax has done over the last few years, and now hope to use my experience to contribute to Bygghmax next step. I really look forward to join all engaged colleagues in helping our customers realize their home improvement dreams.”

Karl will take up on his position no later than October 17, 2023.

For further questions, please contact

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About Bygghmax Group

Bygghmax is a leading Nordic retail chain offering construction materials and do-it-yourself products with a well-developed online commerce section and 200 physical stores in Sweden, Norway, Finland and Denmark. Bygghmax offers straightforward and excellent value products of high quality at the best price. Bygghmax wants to be close to its customers and offer customers the know-how to improve their homes, regardless of budget or previous experience. Included in Bygghmax Group is Skånska Byggvaror, a Nordic e-commerce company with self-developed compound products for home and garden, such as patio rooms and green houses. The group’s annual revenue 2022 was SEK 7.3 billion and the corporate group is listed on Nasdaq since 2010.