

# **Helene Schöldsten has been recruited to the newly established position as Marketing- and Communications Director for PION Group AB (formerly Poolia AB)**

Helene has a solid marketing and communications background from several large companies and most recently came from WSP Sweden AB as Marketing and Communications Manager. She has a long career from Microsoft in various marketing and communication roles and manager in Sweden and in Seattle, USA. She has also worked as Account Director at several brand and communication agencies such as Digitas, Grow and Isobar. Helene also teaches at Bergh's School of Communication, Resumé Academy and is a Networking leader for Communication Managers for Dagens Industri.

"I am very pleased and happy to welcome Helene to the group management team of PION Group. With her broad and long experience in marketing and communication from various industries, she will be an important part of PION's and its subsidiaries' journey to position itself as a modern company that is at the forefront of competence, technology and strategy and be part of the change journey towards to become a Consulting and HR-Tech company," says Jan Bengtsson, CEO of PION Group AB.

"I am excited and really look forward to contributing with my knowledge and experience in realizing the new strategy and the journey of change that the PION Group has started. The fact that there are high ambitions for the group's brands and that people are put at the center while embracing technology is something that appeals to me. My strength lies in being able to understand the larger, complex picture and transform it into concrete actions to reach the goals that have been set," says Helene Schöldsten.

Helene Schöldsten will report to PION Group AB's CEO Jan Bengtsson, be part of the group management team and be located at the company's headquarters in central Stockholm.

The recruitment of Helene has been carried out in collaboration with Poolia Executive Serach AB, which recruits managers in both the private and public sector, Helene took up her post on 12 September 2022.

## **About PION Group AB**

PION Group is a business group that works to maximize the ability of people and companies to perform at the highest level through competence, technology and strategy. We are convinced that human resources will continue to be the hub of growth in the future as well. We are equally convinced that new technology will improve and accelerate people's abilities at a breakneck pace. That's why we combine Human Resources with Tech Resources.

The name PION comes from the word pioneer which means forerunners, entrepreneurs and settlers. PION Group is located in Sweden, Norway and Finland and represents companies that work with Consulting in, among other things, IT, Tech and Strategy as well as Interim Management, Executive Search, HR-Tech and also recruiting and staffing.

PION Group's operations are conducted under the brands QRIOUS, Workspace Recruit, Poolia, Roi Rekrytering, Uniflex and Student Node. The group's parent company PION Group AB is listed on Nasdaq Stockholm, Small Cap. Please read more at [www.piongroup.se](http://www.piongroup.se)