

Karl-Johan Hasselström joins QRIOS Minds & Insights AB as Co-founder and CCO

PION Group's subsidiary QRIOS Minds & Insights has brought in a co-founder and CCO to expand and broaden its expertise in Management Consulting and business and HR strategies. The focus will be on developing the ability to streamline operations and create competitiveness, sustainable and profitable growth for companies.

Karl-Johan has a solid career behind him in Market Research, Employer Branding/HR, Product Development and Sales. He most recently worked at the global Employer Branding company Universum, where he has been global COO for many years, Global Sales Director, Consulting Director and most recently Managing Director for EMEA. Karl-Johan has spent the last 15 years leading global teams, been responsible for product development and also the relationship with many of the world's largest employers regarding their work to attract and retain the best talent. Karl-Johan also has a past as an entrepreneur and successfully started, run, and sold companies.

"It's great to bring Karl-Johan in as a Co-founder of QRIOS Minds Insights. With his broad and long experience of research and consulting in the 'people area', Karl-Johan will be an important driving force partly with his consulting expertise and partly through his solid experience in marketing, communication and business development", says Christian Castwall, CEO QRIOS Minds Insights AB.

"It feels extremely exciting to be involved in the founding and start of QRIOS Minds & Insights. It will be a very exciting journey and I already feel, after a couple of weeks, a huge potential for our business in the market. I also see great potential for synergies with the other companies within the group and look forward to working with and helping customers and growing our business," says Karl-Johan Hasselström.

About QRIOS Minds Insights AB

QRIOS Minds & Insights is a data-driven Management Consulting company that sees people as the major catalyst for growth and innovation. We believe it is the ability to develop and at the same time streamline operations that creates competitiveness and sustainable, profitable growth.

With our methods and solid experience in business and HR strategies, systems and data analysis, we have the ability to take a holistic view of companies' business challenges. Our mantra is to work data-driven to understand, simplify and clarify what is required of the organization - always with the company's target image, the business and the people in focus.

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 for growth in the future as well. We are equally convinced that new technologies will improve and accelerate human capabilities at a breakneck pace. That's why we combine Human Resources with Tech Resources.

The name PION comes from the word pioneer which means forerunner, entrepreneur and settler. PION Group has operations in Sweden, Norway and Finland and represents companies that work with Consulting within IT, Tech and Strategy as well as Interim Management, Executive Search, HR-Tech and also recruitment and staffing.

PION Group's operates under the brands QRIOS, 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 here www.piongroup.se.