

Haypp Group appoints Peter Deli as new CFO – Svante Andersson becomes the new COO

Haypp Group has appointed Peter Deli as the new Chief Financial Officer (CFO). Peter Deli will replace Svante Andersson, who has been the CFO since 2017, and will take up his new position immediately. Svante Andersson, in turn, becomes the new Chief Operating Officer (COO), and both will be part of the Executive Management Team.

"For more than five years, Svante Andersson has been instrumental in all of our strategic decisions in the transformation from smoking to healthier product alternatives and responsible for the incredible growth we have seen so far. Over the years, Svante has broadened his role and skillset, increasingly moving toward the Chief Operating Officer role. We have come to a time where it's a good time for a change, as the foundation for the next chapter of Haypp Group's strategy has been laid. I am happy he will now move on to an even more strategic role within Haypp Group, which allows us to focus on the future development of Haypp Group. I would also like to thank Svante for ensuring the smooth handover to Peter Deli that already has been done", says Gavin O' Dowd, President and CEO Haypp Group.

Peter Deli, currently Head of Business Controls, joined Haypp Group in 2020 and has solid knowledge and extensive experience within the field of finance. Prior to joining Haypp Group, Peter held key finance roles both within the retail and nicotine industry.

"It's an incredible privilege for me to now serve as HayppGroup's CFO and to step up our work together with such an extraordinary team of people. I am deeply proud of the work we have done building the company, and Haypp Group is well positioned globally to now continue to strengthen its leading position and expand into more markets. I am confident and excited about what the future might bring", says Peter Deli, Haypp Groups' new CFO.

Contacts

General inquiries

For general inquiries contact info@hayppgroup.com.

Haypp in brief

The Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, our extensive experience from pioneering markets in smoke-free alternatives, as well as being a leader in the e-commerce sector, we now fully take our vision to a global scale. With eleven e-commerce brands, the Haypp Group is present in eight countries, where we served more than 790,000 active consumers in 2022.

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Attachments

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