

PRESS RELEASE

16 December 2020 15:10:00 CET

Nelly strengthens the management team

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Nelly Group AB (“Nelly”) strengthens the management team with Mimi Darin as Chief Commercial Officer, Maria Segergren as Chief Assortment Officer, Andreas Drougge as Chief Technology Officer and Therese Knutsson as Chief Human Resources Officer. In addition, Kristina Lukes CEO and David Granath Chief Financial Officer are members of the management team. As previously announced, John Afzelius will take over as CFO on April 1, when David Granath leaves the company after four years.

“Nelly’s strong brand helps us to recruit the right skills and develop our organization. I am pleased that we are now strengthening the Group’s management team and that Mimi Darin has chosen to join us. We all share the vision of building businesses by focusing on the customer and the brand. We now have a management team with the right experience from branding, fashion, technology, e-commerce and operational excellence. Together we will take Nelly to the next level,” says Kristina Lukes, CEO of Nelly.

“Nelly is a uniquely strong brand in a demanding and attractive target group. There is potential to develop the e-commerce business and I am excited to continue developing the company’s brand position together with the team,” says Mimi Darin, new CCO at Nelly.

Mimi Darin CCO will take office on March 1, 2021. She has solid experience of business development in e-commerce and fast-moving consumer products. Since 2016, she has worked at IKEA as a Global Business Leader with responsibility for business development, branding and sustainability. Prior to that, she had a number of leading roles at Ellos from 1995 to 2016. Mimi has an MBA from the School of Business, Economics and Law at the University of Gothenburg.

Maria Segergren CAO has held the same position in the subsidiary Nelly NLY AB since May 2019. She previously came from KappAhl where she was assortment and design director since September 2016. She has also been Global Assortment manager at & Other Stories. Between 2000 and 2014, she had several leading roles in assortment and purchasing at H&M. Maria has a bachelor’s degree in business administration and textiles from Borås University.

Andreas Drougge CTO has held the same position in the subsidiary Nelly NLY AB since August 2020. Prior to that, he was a co-founder of the companies Ayo and Suavoo. He has also been CTO at Jetshop, Development Manager at Amazon, Head of IT at Lovefilm and more. Andreas has a bachelor’s degree and a master’s degree in IT from the University of Jönköping.

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Therese Knutsson CHRO has held the same position in the subsidiary Nelly NLY AB since December 2018. She previously came from Fristads where she was HR Manager since January 2015. She has also worked as an HR consultant in the Västra Götaland region and as human resources manager at Uniflex. Therese has a bachelor's degree in behavioral science from Borås University.

For more information

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About Nelly Group

Nelly is one of the Nordic region's strongest fashion brands for young women. The core is the own brand in combination with digital sales directly to our target group. Nelly has created a strong commitment through a distinct sense for fashion and digital marketing. The company has 1.2 million customers and sales of SEK 1.4 billion per year. Nelly Group was previously called Qliro Group. Nelly Group is listed on Nasdaq Stockholm in the mid-cap segment with the short name "NELLY".

Attachments

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