newsec

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Max Barclay appointed CEO of Newsec

Newsec, part of Audria Group, has appointed co-CEO Max Barclay as CEO, marking the transition from a co-CEO model to a single leadership structure as the company enters its next phase.

With a strong market position across the Nordics and Baltics, Newsec is focused on further developing its business and strengthening the value it creates for clients. As CEO Max Barclay will work closely with Newsecs leadership team to drive growth, develop the company's capabilities and further strengthen its position as a leading real estate services and advisory partner.

"Newsec has made important progress over the past two years and is today in a stronger position, with a solid platform for the future. Max has deep knowledge of Newsec and the real estate market, and I am very pleased to see him take on the role as CEO. He is well positioned to lead Newsec through its next phase and build on the progress the company has made." **Björn Annwall, CEO Audria Group.**

As part of Audria, Newsec also benefits from access to broader capabilities, technology, and expertise across the groups international platform, creating further opportunities to develop services and solutions for clients across markets.

"I am grateful for the trust placed in me and look forward to leading Newsec. We have a robust business, talented people and a unique depth of market knowledge and data across the real estate sector. This gives us a strong foundation to help our clients navigate increasingly complex challenges and identify new opportunities across the entire real estate value chain. My focus will be on turning that knowledge and expertise into even greater client value, while continuing to build a strong and sustainable business." **Max Barclay, CEO Newsec.**

Petra Scharin, who has served as co-CEO of Newsec together with Max Barclay since 2024, has decided to leave Newsec to pursue opportunities outside the company.

About Newsec and Audria

Audria is a technology-driven real estate services group with an international presence. The group comprises Newsec, Novier, Sveaviken, and Avy, bringing together more than 2,600 professionals across the Nordics and Baltics and managing real estate assets in excess of €100 billion.

Newsec is a leading real estate services company offering investors, property owners and tenants a comprehensive range of services within Property Asset Management and Advisory. With extensive market data, expertise and insight across the real estate value chain, Newsec supports clients in making informed decisions and navigating the opportunities and challenges shaping the future of real estate.

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Image Attachments

Max Barclay, CEO Newsec

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