

Boozt

Press Release

MALMÖ, SWEDEN, MAY 26, 2020

Boozt AB appoints Sandra Joy Sahlertz as Chief Human Resources Officer

Sandra Joy Sahlertz has been with Boozt since 2012, most recently as business development director. Sandra is currently on maternity leave and will resume her new position and become member of Group Management when she returns, expectedly in January 2021.

CEO Hermann Haraldsson says:

"Sandra is the personification of our care-why culture. Our company values are close to her heart and based on her in-depth knowledge of our fast-moving organisation, she is uniquely positioned to find, nurture, and grow talent who can thrive with us. Sandra knows what it takes to succeed at Boozt. We look forward to seeing her in this new role when back from maternity leave."

Sandra joined Boozt in 2012 to build the Boozt brand in the Nordic's. During the last 8 years she has worked in different roles within marketing before she moved on to her most recent role as business development director.

Sandra Joy Sahlertz says:

"I am extremely excited to take on the role as CHRO at Boozt and look forward to contributing to Boozt's further growth through developing our teams and hiring the right talents. With a strong knowledge about our business, values, and principles I believe I can add a new dimension to how we set the strongest possible Boozt team."

Sandra Joy Sahlertz will replace Cæcilie Rottbøll, who is leaving in June 2020 as announced in the Q1 report. Until Sandra returns from maternity leave, the HR organisation will report to CEO Hermann Haraldsson.

For additional information, please contact:

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About Us

Boozt is a leading, fast-growing and profitable Nordic technology company selling fashion online. The Group generated net sales amounting to SEK 3.4 billion in 2019. Boozt offers its customers a curated and contemporary selection of fashion brands, relevant to a variety of lifestyles, mainly through its multi-brand webstore [Boozt.com](https://www.boozt.com). The company is focused on using cutting-edge, in-house developed technology to curate the best possible customer experience. Besides [Boozt.com](https://www.boozt.com), the company also runs the webstore [Booztlet.com](https://www.booztlet.com). For more information, please visit [booztfashion.com](https://www.booztfashion.com).

Image Attachments

[Sandra Pic](#)