

# New names step into the management team of Haypp Group

**Two new names, Lotta Emtefall and Jenny Mitts step into leading roles at Haypp Group and thus also the management team.**

Lotta Emtefall assumes the role of General Counsel. Lotta most recently came from the position of Senior Legal Counsel at Klarna and has over 20 years of experience in business law in fast-growing companies.

Jenny Mitts is internally recruited as the new Chief Logistics Officer and has more than 20 years of experience in the logistics industry with senior positions at DHL and Dachser, among others.

## **For more information and contact**

For general inquiries, please contact [info@hayppgroup.com](mailto:info@hayppgroup.com).

## **Haypp in brief**

The Haypp Group spearheads the global transformation from smoking to risk-reduced 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, is now bringing our vision to a global scale. With ten e-commerce store brands, the Haypp Group is present in seven countries where we served more than 680,000 active consumers during 2021.

## **Image Attachments**

---

[Haypp Group, CLO Jenny Mitts & General Counsel Lotta Emtefall](#)

## **Attachments**

---

[New names step into the management team of Haypp Group](#)