

## **Newsec appoints co-CEOs in strategic leadership shift**

**Newsec, a leading real estate advisory firm, today announced key changes in the management team as part of its ongoing commitment to strengthening market position and advancing strategic goals. Effective immediately, Petra Scharin and Max Barclay will jointly assume the role of CEO, reflecting Newsec's dedication to adaptive and innovative leadership.**

Over the past two years, Newsec has made remarkable progress, successfully implementing a strategy focused on protecting and expanding its core business, investing in new offerings, and creating new revenue streams. This approach has led to the establishment of a robust structural foundation.

"As the real estate industry undergoes profound changes, Newsec is well-positioned to support real estate owners in navigating these shifts," says Chairman of the Board Urban Edenström. "By fully leveraging our strategic direction, we are confident in our ability to maintain and even strengthen our leading market position."

The decision to appoint Petra Scharin and Max Barclay as co-CEOs reflects Newsec's belief in the power of shared leadership to drive innovation and resilience. With complementary skills and extensive experience in both Newsec and the broader real estate industry, Petra and Max are uniquely positioned to guide the company through its next phase of growth. Their combined leadership will enhance Newsec's ability to adapt to market challenges, ensuring that both day-to-day operations and long-term strategic goals are met.

"At Newsec, our people are our greatest asset, and our values are at the heart of everything we do," added the new co-CEOs. "By embracing this shared leadership model, we ensure a broader perspective on decision-making, more sustainable leadership practices, and a stronger commitment to our 'Passion for Colleagues and Clients.' Our focus on growth, profitability, employee satisfaction, and customer satisfaction remain solid, and we believe this approach will further strengthen our market presence."

Petra Scharin was most recently the Acting CEO, and Max Barclay was the Deputy CEO. They now share the role of Newsec CEO, with these changes effective immediately.

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**PRESS RELEASE**

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### **About Us**

Newsec, a service company in real estate and beyond, offers investors, property owners and tenants a full range of services within the five business areas Property Asset Management, Advisory, Investment Management, Energy Transition and Digital Accelerator. The company was founded in 1994 and has revenues of appr 3 MEURO. Newsec employs some 2 600 people spread across the seven Nordic and Baltic markets. Read more on [www.newsec.com](http://www.newsec.com)

### **Image Attachments**

[Urban Edenstrom 2024](#)

[Petra Scharin Newsec 2024](#)

[Max Barclay Newsec](#)

### **Attachments**

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