

Storytel Group appoints Åsa Barsness as Chief People and Communications Officer

Storytel Group has appointed Åsa Barsness as Chief People and Communications Officer, a newly established role bringing the Group's communications and HR /People functions together under a unified leadership. Åsa will join the Executive Management Team and report to CEO Bodil Eriksson Torp. Åsa Barsness takes up the role on November 1, 2026.

Åsa Barsness joins from SVT (Sweden's public service television broadcaster), where she serves as Director of Communications and HR. She brings extensive international experience, having previously held an equivalent combined leadership role at TV4 as well as serving as Communications Director for the global Sweco group.

"People and communications are central to our business, the two areas are deeply connected. By bringing People and Communications together into one function, we create a stronger compass for the entire Storytel Group. Åsa possesses a rare combination of senior leadership and proven experience developing organizations and culture. With her at the helm of this combined function, we will continue to build a high-performing organization attracting talent for tomorrow's business opportunities. I am delighted to welcome Åsa to our Executive Management Team," says Bodil Eriksson Torp, CEO of Storytel Group.

"Storytel is in an exciting phase where culture, leadership, and communication are critical to success. After nearly a decade in the television industry, I am thrilled to step into the world of literature. Storytel reaches people in their everyday lives by combining publishing with technology. I look forward to contributing with my experience to continue strengthening communications and building a company culture where employees thrive and grow," says Åsa Barsness.

Åsa Barsness succeeds Malin Lindborn, Head of Communications, who has chosen to pursue a new path in interior design combined with her own consultancy business. Åsa Wilson, Chief People Officer, has chosen to return to external consultancy work.

"I would like to extend my warm thanks to Malin Lindborn for her significant contributions during some of the company's most eventful years. I would also like to thank Åsa Wilson for her valuable work across our People agenda over the past year. I wish them both the absolute best in their next chapters," says Bodil Eriksson Torp.

For more information, please contact:

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About Storytel Group

We are a storytelling company. Driven by our purpose – “Leading the future of storytelling, we move the world through stories” – Storytel Group inspires and entertains people around the world by blending innovation with tradition. We bring stories to life across various formats for everyone to discover. Anytime. Anywhere.

Storytel Group leads by operating through its two primary business areas: Streaming and Publishing. The Streaming division provides one of the world’s most extensive digital libraries, with over 2 million audiobook and e-book titles available in 55 languages. This service reaches more than 2.7 million subscribers through the Group’s prominent brands, including Storytel, Mofibo, and Audiobooks.com. The Publishing business area produces high-quality content from acclaimed authors across a wide range of genres through renowned publishing houses such as Norstedts Publishing Group, Lind & Co, People’s, Gummerus, Bokfabriken, Overamstel Publishers and Storyside. Storytel Group is headquartered in Stockholm, Sweden. Please visit www.storytelgroup.com for more information.

Image Attachments

Åsa Barsness Storytel Group