

Norwegian subsidiary Snushjem acquires e-commerce manager from the sports chain XXL

The Norwegian subsidiary of Haypp Group, which runs the e-commerce site Snushjem.no will get a new boss. After working for 13 years to build up the online store for XXL in Scandinavia and Austria, Kim Andre Nilsen will start at Snushjem in the new year as the new Norwegian country manager.

Kim Andre Nilsen currently has a position as Head of E-commerce & Customer Experience in XXL, and will therefore add very good commercial competence and insights when he now enters the oral nicotine industry.

"I am very excited to have the opportunity to take part in a very exciting company that has had great success in the Nordic region. I will focus on my home market and optimize the customer journey for all our Norwegian customers. We will now strengthen the investment in Norway and build on the success we have had. As the new Norwegian country manager, my responsibility is to ensure that our customers are satisfied, so for me the products, prices and the customer journey are in the main focus", says Nilsen to ehandel.com.

In recent years, Kim Andre Nilsen has been responsible for XXL's online shopping across all markets. He has previously been European logistics manager and business development manager in the sports giant. Last year, XXL had a turnover of just over NOK 10 billion internationally, with 91 department stores and is one of the largest online sports stores in the Nordic region.

"Kim's is recruited to a completely new position which will allow us to even better deliver to the customers of [Snushjem.no](https://snushjem.no). We have a strong growth in Norway and have a strategy in place to invest as much as possible of the profits in the business and for the actual users of snus", says Markus Lindblad, Head of External Affairs at Haypp Group, and adds;

"We are very proud to be able to present the recruitment of Kim, who is one of the foremost e-commerce experts, as part of our team and as manager for Snushjem."

Read full article (in Norwegian) [here](#).

Contacts

General inquiries

For general inquiries contact info@hayppgroup.com.

About Us

The Haypp Group is spearheading the global transformation from smoking to healthier 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, we now fully take our vision to a global scale. With ten e-commerce brands, the Haypp Group is present in 9 countries where we serve more than 300 000 active and loyal consumers.

Image Attachments

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[Kim Andre Nilsen](#)

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