

Audria strengthens leadership team to accelerate growth

With strong momentum across the group, Audria is strengthening its leadership team to support continued growth, attract more entrepreneurial businesses and accelerate investments in technology. Joel Fredstorp has been appointed Chief Financial Officer, Ola Nordh as Head of M&A, and Mia Hemmingson as Chief Strategy & Value Creation Officer.

The appointments mark an important step in building the capabilities required to scale Audria across markets, accelerate technology and AI development, and support continued growth and value creation across its operating companies.

Audria is a technology-driven real estate services platform backed by long-term owners Pejoni and Fidelio Capital, together with employee partners. The group brings together entrepreneurial real estate services companies under a shared platform, combining local expertise and customer relationships with access to technology, data, capital and specialist capabilities.

“Building Audria is about combining the strengths of entrepreneurial companies with the scale and capabilities needed to compete in a changing industry. We want our companies to remain close to their customers and empowered to run their businesses, while giving them access to technology, capital, data and expertise that would be difficult to build independently,” **Björn Annwall, CEO of Audria.**

The new leadership team will provide group-level capabilities across finance, technology, M&A, strategy, value creation and legal. The appointments complement the management teams of Audria's operating companies, which retain responsibility for their customers, people, operations and performance.

Audria's model is based on strengthening its companies without standardising them. The operating companies retain their brands, leadership and local authority, while gaining access to the resources and capabilities of the wider group.

The new leadership team comprises:

Joel Fredstorp – Chief Financial Officer

Joel Fredstorp joins from The Nutriment Company and has previous experience from Klarna and Enskilda. He holds a degree in Industrial Engineering and Management.

Ola Nordh – Head of M&A

Ola Nordh joins Audria with experience from Asker Healthcare, Anticimex and MTG. Holding a degree in Business and Economics, he will lead Audria's M&A activities and play a key role in identifying and developing new opportunities for the group.

Mia Hemmingson – Chief Strategy & Value Creation Officer

Mia Hemmingson has a background from SCA, McKinsey, Lexington, Rodebjer and Syre, as well as experience as an angel investor and board professional. She holds a degree in Business and Economics and will lead Audria's strategy and value creation agenda.

Chief Product & Technology Officer

Appointed; further communication will follow.

The leadership appointments follow a period of significant development for Audria. Since its launch the group has expanded from its initial platform of Newsec, into five operating companies with the most recent addition of Novier and UK-based Tandem Property. Audria now operates across seven countries, with more than 2,600 professionals and a managed real estate portfolio exceeding €100 billion.

With the addition of Tandem, Audria has also taken its first step beyond the Nordics and Baltics, establishing a platform for further international expansion.

Björn Annwall joined Audria as CEO at its launch, bringing senior leadership experience from McKinsey and Volvo Cars.

"Much of my career has been spent working with transformation, technology and international growth. What makes Audria particularly interesting is the opportunity to apply those perspectives in an industry where local expertise and entrepreneurial leadership remain critical. We are building the platform capabilities around the companies, rather than the other way around," **Björn Annwall**.

Anders Lönnqvist, Chairman of Audria, says:

"Audria was created with a long-term ambition to build a different type of real estate services group. We have strong entrepreneurial companies, committed owners and an increasingly capable platform around them. Strengthening the leadership team is an important milestone as we move from the launch phase into the next stage of building Audria."

About Audria Group

Audria is a technology-driven real estate services platform with global challenger ambitions. The group brings together leading entrepreneurial companies across Northern Europe and the UK, combining local expertise and customer relationships with shared technology, data, capital and capabilities.

Audria currently comprises Newsec, Avy, Sveaviken PM, Novier and Tandem Property, operating across seven countries with more than 2,600 professionals and a managed real estate portfolio exceeding €100 billion.

Audria is jointly owned by Pejoni and Fidelio Capital, together with employee partners. The owners have a long-term commitment to developing Audria and supporting the continued growth and transformation of the real estate services industry.

Image Attachments

JoelFredstorp

OlaNordh

Mia Hemmingson