

## Changes to Management of Origo hf. Sylvía hired as Managing Director of Business Development and marketing.

Sylvía Ólafsdóttir has been appointed Managing Director of Business Development and Marketing at Origo and will take a seat on the Company's Executive Board. Sylvía comes from Icelandair where she has been the director of the route network.

Sylvía has worked for Landsvirkjun where she was the head of the geothermal department in the energy sector and for Amazon in Europe, first in operations and planning and then in the company's Kindle department where she was in charge of business intelligence and product development for webbooks as well as leading analytical and strategic work for contracting with book publishers.

Sylvía holds an M.Sc. degree in Operational Research from the London School of Economics and a B.Sc. degree in industrial engineering from the University of Iceland. She has taught part-time at the Faculty of Engineering at the University of Iceland in business administration, dynamic system models and project management (MPM). Sylvía also sits on the board of Ölgerðinn and Siminn.

Sylvía's role at Origo is to strengthen and clarify the company's product and solution offering, work on the development of core markets and strengthen Origo's brand.

Sylvía will start work in March.

Jón Björnsson, CEO of Origo, is very pleased to have Sylvía on the team. "It's great to get Sylvía to join Origo. We are on a journey to be able to better package our solution range and make our journey clearer. Sylvía has the right education and background, knowledge from Amazon, the financial sector, the energy sector and the aviation sector, which should add a lot."

Sylvía is excited to start working for Origo. "The information technology sector is growing rapidly and it is becoming increasingly clear that information technology is no longer to support the services and operations of companies and institutions, but the key to improving and transforming it. I have followed Origo and know that it has a strong staff and I look forward to working with it."

### Attachments

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