

SaveLend Group strengthens the management team and recruits Olle Asplund as Chief Product Officer

SaveLend Group AB (publ) ("SaveLend Group" or "the company") has recruited Olle Asplund for the role of Chief Product Officer for the upcoming expansion. In his new role, Olle will focus on business development, strategically as well as operationally. He will also be in charge of structuring new and existing products and deals from a commercial and legal perspective. Olle will start his employment on April 5, 2022, and will be part of the management team.

Olle Asplund has been appointed Chief Product Officer for SaveLend Group. Olle most recently came from the fintech company Rocker, where he had the role of Chief Legal Officer. Before that, he, among other things, worked at the law firm Gernandt & Danielsson for eight years. As a lawyer, Olle assisted many clients with international establishment and expansion. Olle was also SaveLend Group's legal advisor during 2014-2018, which means he is already well acquainted with the Group's operations. Olle has more than 16 years of experience as a lawyer and holds a Master's degree in Law from Uppsala University.

In his role as Chief Product Officer, Olle, in close collaboration with management and product owners, will actively participate in business development and strategy issues. He will also be responsible for structuring new and existing products and deals from a commercial and legal perspective.

"I worked with Olle during SaveLend's start-up years and it feels fantastic to be able to tie up his expertise to us. The recruitment shows our clear focus on continued expansion and Olle will be a key player in our team," says Ludwig Pettersson, CEO of SaveLend Group.

"It will be incredibly fun and inspiring to join SaveLend Group! The company has had a fantastic development and is on an extremely exciting growth journey. I am really looking forward to contributing to the company's continued expansion," says Olle Asplund.

Olle will be part of SaveLend Group's management team and will report to the Group's CEO. He will take up his new position on April 5, 2022.

For further information:

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About SaveLend Group

SaveLend Group AB, 559093-5176, is a fintech company with approximately 60 employees and offices in Sweden, Finland and Poland. The business is based on the investment platform SaveLend and the billing platform Billecta.

The investment platform makes it possible for investors to gain exposure to credits, such as SME, real estate, consumer credit and factoring in both SEK and EUR. The billing platform consists of a complete billing system, containing, among other things, accounts receivable, notification and financing solutions.

Attachments

[SaveLend Group strengthens the management team and recruits Olle Asplund as Chief Product Officer](#)