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Go North Group Board names Ryan Loosyen as new CEO

The Board of Directors of Go North is pleased to announce the appointment of Ryan Loosyen as the new Chief Executive Officer (CEO), effective April 1, 2024. Ryan will succeed Johan Hallenby who will remain involved full-time with Go North as Founder & Visionary Executive Board Member.

Alexander Hars, Chairman of the Board, says:

"I am very happy to announce, and soon welcome, Ryan Loosyen as the new CEO. Ryan has a strong track record of transforming businesses and creating sustainable and profitable growth."

Ryan Loosyen says:

"I am excited to join the team at Go North, building upon its strengths and identifying areas for improvement. Succeeding on Amazon demands rigorous data analysis, strategic discipline, and the agility to evolve alongside the ever-changing marketplace. I am optimistic about our ability not only to stabilize but significantly expand our business, ensuring we achieve and sustain healthy profit margins, robust profitability, and enhanced cash flow."

Biography

Since relocating to Sweden in 2012, Ryan Loosyen has an impressive track record in management, business turnarounds, and accelerating growth across retail, marketplaces, and e-commerce sectors. His career includes roles driving the success of Lush Cosmetics in Sweden, the resurgence of BabyBjörn's U.S. and global Amazon operations, and leading as Global Sales Director. Ryan's track record includes leading commercial roles at Happy Socks and Aarke.

For further information, please contact:

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About Go North:

Go North Group AB has in under two years built a portfolio of 34 Amazon FBA brands, covering a broad range of categories including children, pets, sports, and kitchen supplies. With a strong focus on technology and data, Go North remains committed to its processes and making informed, data-driven decisions to drive sustainable and scalable profit growth across its business, with the vision of becoming the world's leading Amazon FBA operator.

Attachments

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Johan Hallenby

CEO/Founder
Go North



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