

Joakim Hökegård Appointed New Marketing and Sales Director for Diadrom's Consulting Business

Diadrom Holding AB (publ) (the company), a leading provider of services and products in Autotech diagnostics, is strengthening its team with a new Marketing and Sales Director for its consulting business.

It has been previously communicated that the former Marketing and Sales Director, Viktor Eliasson, would assume the role of CEO of Diadrom Software AB starting from January 1, 2024. This move aims to intensify the company's focus on its product business.

Joakim Hökegård, the new Marketing and Sales Director, will focus on marketing, sales, and business development of the consulting business in the subsidiary Diadrom Systems AB. Joakim is a veteran in marketing and sales, with a long and successful career behind him. He has held roles as a management consultant, sales manager, marketing director, and CEO of an advertising agency. His most significant experiences include several successful years as a business developer and communication strategist at the IT consulting company HiQ.

"I am very pleased with our recruitment of Joakim Hökegård as the new Marketing and Sales Director. With his successful career, experience, and extensive network within the Gothenburg business network, I am convinced that this will strengthen Diadrom's offering to all our customers," says Carl Johan Andersson, CEO of Diadrom.

Joakim's arrival is an important part of the company's strategy to strengthen its market position and further develop its consulting operations and offerings. With his solid experience and established network, he is expected to significantly contribute to the company's growth and success.

For any questions about the content of the press release, contact:

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About Diadrom Holding AB

Diadrom Holding AB (publ) is a product and specialist consulting company in the diagnostics of Autotech. Autotech is developing rapidly because of increased electrification and digitization in the automotive sector. Diadrom is listed on Nasdaq First North Growth Market (ticker DIAH). www.diadrom.se/

Partner Fondkommission AB (telephone 031-761 22 30, www.partnerfk.se) is the Company's Certified Adviser on Nasdaq First North Growth Market.

Press Release
08 January 2024 14:41:00 CET

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Image Attachments

[Viktor Eliasson, Carl Johan Andersson and Joakim Hökegård](#)

Attachments

[Joakim Hökegård Appointed New Marketing and Sales Director for Diadrom's Consulting Business](#)