



PRESSRELEASE September 24, 2026

JACOB KRONBORG APPOINTED BUSINESS UNIT DIRECTOR FOR CENTRAL

Proact IT Group AB (publ) announces that Jacob Kronborg has been appointed Business Unit Director for Central and a member of Group Management, effective immediately. He has led the business unit on an interim basis since December 2025 and now takes up the role on a permanent basis.

Jacob Kronborg has a solid background in IT infrastructure and data centre services, with senior roles in sales and business development. He has served as Managing Director of Proact in Denmark and has also led the company's Baltic operations.

During the interim period, Jacob and the teams across Central have strengthened the business, deepened collaboration between countries and improved financial performance, bringing the business unit back to growth.

Business Unit Central covers Proact's operations in Germany and the Czech Republic. In the role, Jacob is responsible for the strategic development of Proact's business in the region and for continued growth and business development.

"I am delighted by the trust placed in me to lead Business Unit Central. Together with a dedicated team, we have taken important steps forward, and I look forward to building on the momentum we have created – with customers at the centre and clear growth ambitions," says Jacob Kronborg.

"Throughout the interim period, Jacob has demonstrated strong business focus and a genuine commitment to both customers and employees. Making the appointment permanent is a deliberate step to ensure continuity and clear leadership in the region, so that we can continue to strengthen our position and create new growth opportunities for Proact," says Magnus Lönn, President and CEO, Proact IT Group.

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About Proact

Proact is a European technology company that offers secure, sovereign and resilient hybrid cloud solutions for critical business and societal data infrastructure. We support organisations in managing, protecting and deriving value from their data in environments where availability, security and regulatory compliance are of the utmost importance.

At the intersection of hybrid cloud, cybersecurity and AI-driven data growth, Proact supports its customers in meeting the increased demand for compliance and resilience.

With over 30 years' experience, Proact employs approximately 1,100 people across 12 countries and has over 2,000 active customers.

Proact IT Group AB (publ) is listed on Nasdaq Stockholm under the ticker symbol PACT. For further information about Proact's activities please visit us at www.proact.eu

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Image Attachments

[Jacob Kronborg](#)