

## New Commercial Director to strengthen the organization in Finland

**Anniina Brusi has been appointed to take over the private customer business in Finland as Commercial Director. In her new position, Anniina will invest in profitable growth and business development, guiding Resurs Finland's private customer business further towards a competitive, digital and sustainable operator.**

– I am happy to welcome Anniina to Resurs. I am sure that her wide and varied experience and fresh views on the banking industry will bring about good results in our private customer business and will support our ongoing transformation journey, says Alexander Burman, Chief Commercial Officer Consumer.

Brusi has more than 18 years of experience in the banking and fintech sector in management positions in business development, sales and marketing. She has previously worked at Danske Bank, payment service company Nets, Edenred, fintech company Zmarta and most recently at Sweep Bank, a subsidiary of Multitude Group. She started at Resurs in January.

– I am excited about my new challenge and the opportunity to participate in Resurs' strategically important transformation journey towards a competitive, digital, and sustainable player in the financial industry. Resurs' profitable business segments and significant customer database create a wonderful opportunity for cost-effective banking and financial operations.

Resurs started a transformation journey in 2021 and the journey is still going on. The purpose of the transformation is to further develop Resurs' competitiveness. Resurs has made a significant investment by changing the banking system to a cloud-based one, which lays the foundation for even faster changes in the future.

– Innovation, technology-centricity, and a more data-driven way of working combine my own values with Resurs' values, and I believe that they enable the desired changes to occur faster. It's wonderful to see how Resurs' transformation journey inspires our company at every level, and especially when it comes to private customer business, I'm ready to lead through the change together with the organization. I am already convinced that together with the skilled organization in Finland we will ensure the continuation of profitable growth and the creation of added value for our customers in accordance with our values, says Anniina Brusi.

## **MORE INFORMATION**

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## **ABOUT RESURS**

Resurs is a leading bank in the Nordics with a simple philosophy: we want to create balance in people's personal finances. On that foundation, we develop offers and services within loans, savings and payments for retail and e-commerce that are based on people's everyday lives, and that will create long-term value for our customers. And for society. Today, we have a customer base of slightly more than 6 million customers and 645 employees in the Nordic region.

## **Attachments**

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