

Anna Möller appointed Chief Operating Officer at Viva Wine Group

Viva Wine Group has appointed Anna Möller as Chief Operating Officer Nordics. She will start her position on March 7, 2021 and will be a member of the Group Executive Management Team. Viva Wine Group is the leading wine group in the Nordic region, with a strong position in the European e-commerce market for wine.

"I am looking forward to become part of a truly entrepreneurial Group with a tremendous legacy of growth and value creation. Viva Wine Group has some of the most dynamic operating companies, strongest brands and brightest talents of the Nordic industry, and to become a part of this growth-driven team is incredibly exciting", says **Anna Möller**, incoming Chief Operating Officer at Viva Wine Group.

The Chief Operating Officer role is newly created and has a central function in Viva Wine Group. Key responsibilities include realizing synergies between the Swedish and the Nordic business segments as well as further accelerating the operationalization of Group Areas of Excellence. Anna Möller will be reporting directly to Emil Sallnäs, CEO Viva Wine Group.

"I am very happy to welcome Anna to the Viva Wine Group. She is with her broad experience of the Nordic business the perfect fit for the role as COO Nordics", says **Emil Sallnäs** CEO Viva Wine Group.

Anna joins Viva Wine Group from Anora Group and has an extensive experience from leading managerial positions within the wine and spirits industry, including ten years at Altia, the predecessor to Anora, where she held positions as Product Manager, Category Manager and most recently Commercial Director.

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Viva Wine Group is the leading wine group in the Nordic region, with a strong position in the European e-commerce market for wine. The Group consists of a collection of entrepreneurial companies with head office in Stockholm, developed through organic growth and strategic acquisitions. Viva Wine Group develops, markets, and sells both wholly owned and partner brands and offers affordable quality wines from all over the world to consumers in locations such as the Nordic countries, Germany, Switzerland, Austria, France, and the Netherlands. Sustainability is one of our foremost driving forces and we are a leader within certified ethical and organic wine.

www.vivagroup.se

Attachments

Anna Möller appointed Chief Operating Officer at Viva Wine Group