

PROACT

PRESSRELEASE November 7, 2025

JENS YHREFORS APPOINTED NEW CEO OF CONOA

Proact IT Group AB (publ) announces the appointment of Jens Yhrefors as the new CEO of its subsidiary, Conoa. He is succeeding Thomas Ljungfelt, the company's co-founder. Jens will assume the new role on December 1, 2025. He joins Conoa from SUSE, where he was the country manager for the Nordic & Baltic regions.

Jens will play a key role in Conoa's management team and be responsible for driving the company's continued development and growth. He has extensive experience in the open-source sector, partner ecosystems, and business development. He has also led international IT teams and operations, which makes him well equipped for the role.

"I am looking forward to taking on the role as CEO of Conoa. The company has a strong brand and a leading position in Kubernetes and cloud-native technologies in the Swedish market. Together with the team, I plan to build on the existing strong foundation, develop Conoa's offerings, and create greater value for our customers and the Proact IT Group," says Jens Yhrefors.

"We are very pleased to welcome Jens to Conoa. With his background, including experience from the open-source sector, and his general leadership style, I feel confident in handing over responsibility and look forward to the next step in the development of the business," says Thomas Ljungfelt, outgoing CEO, Conoa.

Thomas Ljungfelt will continue within Proact IT Group in a new role with a focus on Corporate Development.

"I would like to express my sincere thanks to Thomas for his leadership, commitment and everything Conoa has achieved under his leadership. At the same time, I would like to extend a warm welcome to Jens – together we look forward to taking Conoa into the next exciting phase," says Magnus Lönn, President and CEO, Proact IT Group.

For further information, please contact:

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About Proact

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,200 people in 12 countries across Europe and North America.

Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT). For further information about Proact's activities please visit us at www.proact.eu

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Image Attachments

[Jens Yhrefors](#)