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MEKO appoints new Managing Director of operations in Denmark

Mikael Bjørnskov will become the Managing Director of MEKO's Danish operations, with overall responsibility for concepts such as FTZ, Automester and CarPeople. Mikael Bjørnskov is an experienced leader with a strong background in international retail and will assume his position on August 1 at the latest. He will also become a member of MEKO's Group Management team.

"Denmark is one of MEKO's most important markets, where we have the country's most well-known brands for workshops and car owners and a very strong position to build on. I am pleased to welcome Mikael Bjørnskov to take the next step together with our colleagues and strengthen our position as the best partner for our customers," says Pehr Oscarson, President and CEO of MEKO.

Mikael Bjørnskov is currently Managing Director of KOMPAN's operations in Denmark and Norway, a global company with a presence in more than 90 countries, specializing in outdoor playground and fitness equipment. He has extensive experience in retail and logistics, with senior positions at companies including Nobia, Kvik, Elgiganten and IKEA.

Mikael Bjørnskov will assume his position no later than August 1 and will succeed Andrew Long, who has been acting head of MEKO in Denmark since December 2025 and has driven improvements in the business.

"I am very pleased to join MEKO. My focus will be to strengthen sales and drive profitable growth in Denmark, while continuing to provide our customers with the right prices and the service they need. I look forward to working together with the team in Denmark and in close cooperation with colleagues in our other markets," says Mikael Bjørnskov.

For further information, please contact:

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About MEKO

MEKO's vision is to enable mobility – today, tomorrow, and in the future. Our aim is to be the most comprehensive partner for everyone who drives, repairs, and maintains vehicles in Northern Europe. We are the market leader with a presence in eight countries, 600 branches, and 20,000 workshop customers, including 4,500 workshops operating under our own brands. Our wholesale and workshop brands include Mekonomen, MECA, Balti Autosaad, BilXtra, FTZ, Fixus, Inter-Team, and Sørensen og Balchen – among many others.