

Avensia Grows Supply Chain Management Business with 15 New Consultants

Avensia significantly expands its Supply Chain Management offering by welcoming 15 experienced consultants to the company. The expansion responds to growing demand for Supply Chain Management services and substantially increases Avensia's delivery capacity.

With the expanded team, Avensia can support businesses across Supply Chain Management, from strategy and process development to technology implementation and continuous optimization. The newly hired consultants bring extensive experience from complex supply chain operations across the Nordics. Most also have deep expertise in the RELEX platform and a strong track record of building trusted customer relationships.

"We're excited to welcome a highly experienced team of Supply Chain Management experts to Avensia. Their expertise is an excellent match for our offering, but just as importantly, there's a strong cultural fit. We share the same belief in close collaboration, deep business understanding, and creating real value for our customers," says Martin Knutson, acting CEO of Avensia Information Management.

Supply Chain Management has been part of Avensia's customer deliveries for several years, and the offering was further formalized in 2025 when Avensia entered a strategic partnership with RELEX Solutions. The recent expansion marks the next step in growing Avensia's Supply Chain Management practice in the Nordics.

For companies in retail, distribution, wholesale, and manufacturing, supply chain performance has a direct impact on both profitability and customer experience. Accurate demand forecasting, optimized inventory, and strong product availability are increasingly important as businesses balance changing customer expectations with pressure on margins, costs, and working capital.

"Providing a strong buying experience ultimately depends on having the right products available, in the right place, at the right time. By strengthening our Supply Chain Management capabilities, we can help businesses deliver on their customer promise while improving inventory efficiency and overall business performance," says Martin Knutson, acting CEO of Avensia Information Management.

Avensia's broader expertise across e-commerce, order management, customer experience, product information, and master data management enables the company to connect supply chain operations with the wider commerce ecosystem. This holistic perspective helps Avensia address supply chain challenges in relation to both customer expectations and business performance. As such, expanding its Supply Chain Management capabilities strengthens Avensia's ability to support businesses throughout the customer and product lifecycles.

Martin Knutson

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About Us

Avensia is a premium partner enabling companies to realize real business value across the commerce ecosystem. Our experts empower retail, manufacturing, wholesale, and distribution to transform complexity into momentum through the entire customer and product lifecycle. By uniting technology, processes, and strategy with our expertise, we provide businesses with the capabilities needed to lead, compete and scale with confidence. Learn more at avensia.com. Avensia AB is listed on the Nasdaq First North Premier Growth Market under the name AVEN. Redeye Nordic Growth AB is the company's Certified Advisor.

Image Attachments

[Martin Knutson](#)