

Alireza Tajbakhsh appointed new head of Vimian's Veterinary Services segment and member of the Vimian group management team

Alireza Tajbakhsh, currently COO VetFamily, has been appointed new head and CEO of VetFamily, the operating company within Vimian's Veterinary Services segment. Alireza assumes his position on January 1 and succeeds Mikael Sjögren who has decided to step down.

Alireza Tajbakhsh has extensive experience of leading fast-growing businesses and developing high-performing teams. He joined VetFamily as COO in September 2021 after six years as Group CEO of the media group Omnicom Media Group Sweden where the business doubled its turnover to SEK 3 billion and significantly expanded its service offering under his leadership. Prior to that, he spent eight years in various international leadership positions focused on innovation, digitalisation and growth within the publicly listed media company Modern Times Group (MTG). Alireza holds a Master of Science from the Stockholm School of Economics.

Alireza assumes his position on January 1, 2022, and succeeds Mikael Sjögren who after seven successful years as CEO of VetFamily has decided to step down.

"I regret but respect Mikael's decision to step down and would like to thank him for his commitment and hard work in bringing VetFamily from a local start-up to a leading, global veterinary services platform with more than 2,900 member clinics across nine countries. At the same time, I am pleased to welcome Alireza as the new CEO of VetFamily and member of Vimian's group management team. He is an experienced and appreciated leader with the right capabilities to build a strong platform for accelerated growth in both new and existing markets", says Fredrik Ullman, CEO Vimian Group.

"This has been a very difficult decision to make. We have built a fantastic team over the past seven years, and it has been a truly amazing journey to lead VetFamily from an early stage through its international expansion and improved member offering. However, my family situation has changed in the past years and the timing is now right for me to change focus. I feel confident that Alireza is the right person to lead VetFamily in its exciting journey ahead", says Mikael Sjögren.

VetFamily accounted for 9 percent of total revenues in Vimian Group per Q2 2021.

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About Vimian

Vimian is a global, fast-growing group of innovation-driven companies with a shared passion for making a positive impact through improving animal health. Together, we put science, technology and our customers' needs at the centre of everything we do to deliver effective solutions to veterinary professionals, labs and pet parents around the world. We bring together pioneering and entrepreneurial businesses in animal health, with an aim to create a uniquely diversified proposition of products and services of the highest standard. Our group covers four essential and rapidly evolving areas within animal health: Specialty Pharma, Diagnostics, Veterinary Services and MedTech. Vimian provides individual businesses with access to our networks, expertise, infrastructure and capital to accelerate innovation and growth. We are as passionate about supporting leadership within our existing businesses, as we are about welcoming new partners to the Vimian family – together helping us make an even greater impact by improving animal health. Headquartered in Stockholm, Sweden, Vimian and our family of companies reach over 15,000 customers in +150 markets, employ more than 450 people and have a combined annual turnover of approximately EUR 140 million. FNCA Sweden AB is appointed the Company's Certified Adviser, info@fnca.se, +46 (0) 8-528 00 399. For more information, please visit: www.vimian.com.

Image Attachments

[AliTajbakhsh](#)

Attachments

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