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MEKO strengthens Group management with new members and expanded roles

MEKO is strengthening its Group management team by adding new members from the company's business areas while also developing existing leadership roles. The purpose is to shorten decision-making paths and create even better conditions for MEKO to strengthen its profitability and market position.

The change comes at a time when MEKO is implementing several strategic initiatives to improve performance, efficiency and growth in a competitive market. A more operationally anchored Group Management increases the ability to drive these priorities, both nationally and at the Group level.

With this change, seven leaders from MEKO's business areas and markets will join Group Management, which today consists of the President and CEO, the CFO, the Director of Purchasing and Business Development, and the Director of Communications. Together, they further strengthen MEKO's capacity to drive performance based on the commercial conditions of each market.

"MEKO is continuously evolving, and we are now creating the right leadership for the next step. By bringing entrepreneurially driven local leaders into Group management, we broaden our commercial focus while increasing the impact of our cross-group initiatives. Taken together, the leadership team will be even better equipped to drive MEKO's growth and profitability," says Pehr Oscarson, President and CEO of MEKO.

In addition to adding new members, existing leadership roles are also being developed. The role of Director of Purchasing and Business Development is expanded to include a Group-wide responsibility for category, with the mission to strengthen development and price positioning within MEKO's most important product areas. Furthermore, the responsibility for Communications is combined with HR to bring together key functions that shape MEKO's internal governance and culture.

MEKO's new Group Management Team will assume their roles on 1 January 2026 and will consist of the following members:

- Pehr Oscarson, President and CEO
- Christer Johansson, CFO
- Marcus Larsson, Director of Purchasing, Category and Business Development
- Anders Oxelström, Director of Communications and HR
- Erik Angervall, Managing Director MEKO Sweden (assumes the position on 1 februari 2026)
- Jarosław Chojczak, Co-Managing Director MEKO Poland
- Andrew Long, Managing Director MEKO Danmark (interim)
- Geir Hoff, Managing Director MEKO Norway
- Morten Birkeland, Managing Director Sørensen og Balchen (Norway)
- Sanna Reunanen, Managing Director MEKO Finland
- Sten Pertens, Managing Director MEKO Baltics

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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.