

# Avensia welcomes Martin Knutson as Senior Business Strategist

Avensia, a leading provider of modern commerce solutions, is pleased to announce the appointment of Martin Knutson as Senior Business Strategist. Martin joins Avensia with 25 years of experience in leading business roles, most recent as CTO at Kjell & Company.

*"I first started working with Martin 15 years ago when we launched the new Kjell & Company e-commerce platform together. From the start, he's been incredibly hands-on, never hesitating to tackle even the most complex organizational and technical challenges. I'm both proud and excited that we're now joining forces again to bring his expertise to Avensia's clients."* says Robin Gustafsson, CEO of Avensia.

With deep expertise in the retail and e-commerce industries, Martin has a proven track record in driving digital transformation, shaping omnichannel strategies, and advancing organizational development. His skill set encompasses e-commerce platforms, CRM/loyalty, master data management, supply chain planning, and other key components critical to modern commerce success.

*"It is with great joy that I have been entrusted to continue my journey at Avensia. I appreciate the warm and familial culture of the company and share the passion for creating long-term value for the strong brands in the impressive and growing customer portfolio."* says Martin Knutson, Senior Business Strategist at Avensia

In his new role, Martin will be a strong contribution to Avensia, advising the company's clients on strategic digital initiatives, leveraging his deep knowledge of system architecture, business intelligence, and organizational change management.

## Contacts

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## About Us

At Avensia, we are experts in modern commerce. Our talented team provides businesses with tailored strategies and the most relevant technology for e-commerce, omnichannel, customer experience, and information management. With 20+ years of experience and more than 300 modern commerce experts, we've got the power to help B2C and B2B companies across Europe, North America and APAC accelerate growth each day for long-term success. Learn more at [avensia.com](https://avensia.com). Avensia AB is listed on the Nasdaq First North Premier Growth Market under the name AVEN. Redeye AB is the company's Certified Advisor.

**Image Attachments**

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