

New leadership at Avensia Information Management: Sofia Aru is appointed CEO, with Martin Knutson serving as acting CEO

Sofia Aru has been appointed the new CEO of Avensia Information Management (IM), succeeding Robin Gustafsson, who, in addition to his role as Group CEO, has served as the CEO of Information Management since January 2025. As Sofia Aru will be on parental leave from April 2026, former CTO of Kjell & Company, Martin Knutson, has now stepped in as acting CEO.

"I feel great humility and confidence in the trust that Avensia is placing in me with my new role as CEO of IM. I have worked at Avensia for seven years, in roles focused on our customers and their needs. That is where our DNA lies, and I look forward to working with all the talented employees at IM to develop the company going forward," says Sofia Aru, CEO of Avensia Information Management.

Avensia Information Management supports clients across key domains, including Master Data Management (MDM), Product Information Management (PIM), Supply Chain, and Data and Analytics, all enhanced with AI. The combination of these areas helps companies bring structure and consistency to their data and business processes across many core functions.

As the industry rapidly evolves toward agentic commerce, the need for structured, reliable, and accessible data has never been greater. Avensia IM is uniquely positioned to support this shift, helping organizations unlock the full potential of AI.

"It feels like the right time to hand over leadership to Sofia and Martin. A great deal of work was done last year, paving the way for exciting developments ahead. This change allows me to focus fully on Avensia's overall strategy and business development as Group CEO," says Robin Gustafsson, Avensia Group CEO.

Martin Knutson, previously Senior Business Strategist at Avensia, has deep expertise across IM's core domains and brings 25 years of experience in driving modern commerce.

"I am excited to lead Avensia Information Management while Sofia is away. I joined Avensia last year and have quickly come to appreciate a highly knowledgeable organization, a strong customer focus, and a culture that lives up to its values. My assessment is that IM is well-positioned with a highly relevant offering that will create significant value for our customers the coming year, and I look forward to leading that journey," says Martin Knutson, acting CEO of Avensia Information Management.

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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. 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

[Sofia Aru & Martin Knutson](#)