Stockholm, 4 juni, 2018

**haglöfs recruits MORE KEY positions TO its GLOBAL MARKETING DEPARTMENT**

**Haglöfs continues its branding investment by recruiting two employees to newly established key positions in the marketing department. Amanda Kähler takes the role of Nordic Marketing Manager and Spencer Shander as Global PR & Social Media Specialist.**

Amanda Kähler has been recruited for the newly established role of Nordic Marketing Manager. She comes most recently from the role of Business Manager at Valio, and has previous to that held leading positions at Red Bull GmbH and Froosh AB. Amanda will be responsible for moving the brand position forward on the Nordic markets, with Sweden as the main focus, as well as improving the digital and physical shop experience.

Spencer Shander takes the role of Global PR & Social Media Specialist, a new role primarily aimed at strengthening Haglöfs’ digital presence in all social media channels. Spencer has solid experience from similar roles on for example Happy Socks and Urbanears.

"Both Amanda and Spence have relevant competencies combined with a great interest in the great outdoors, which makes them ideal for their respective new roles. In addition, they contribute with experience from industries other than the outdoor industry, which will be both exciting and enlightening for Haglöfs” said Tina Rolén, global marketing director.

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Text and associated images are available [here](http://www.mynewsdesk.com/haglofs).

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