Haglöfs, September 19th, 2018

**NEW global MARKETING DIRECTOR TO HAGLÖFS**

**In line with Haglöfs’ strategic initiative to move the brand forward internationally through improved consumer relevance and increased brand awareness in a global market, Haglöfs has recruited Andreas Engstrand as its new Global Marketing Director.**

Andreas is a multiple award winning senior marketeer with 20 years of experience from some of the most well renowned advertising agencies in the world, among others Åkestam.Holst, Forsman & Bodenfors and Acne. He comes most recently from the position as Senior Account Director at Ingo.

“One important success factor for us when moving the Haglöfs brand forward internationally is increased brand awareness and relevance among our target group. Andreas’ unparalleled experience from strategic, international and national, brand building, will be very important for us in achieving this. We are very excited to have him on the team” said Carsten Unbehaun, CEO of Haglöfs.

“Haglöfs is a brand with an incredible history, and its legacy, together with its progressive focus on innovation and sustainability, make for a future that very few other brands can match. I am thrilled to now be a part of the journey of taking Haglöfs to its next level” said Andreas Engstrand.

Andreas Engstrand took up his position as Global Marketing Director for Haglöfs on August 27th, 2018.

Text and associated images can be downloaded at [www.haglofs.com/press](http://www.haglofs.com/press) .

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