

ERIK RIDMAN NEW HEAD OF COMMUNICATIONS AT HiQ

Erik Ridman is appointed as new Head of Communications at HiQ. Erik has most recently worked at the advertising agency Søder, and before that at Kärnhuset where he was account director for the partnership with HiQ. Erik Ridman will assume his new position in January 2017.

“HiQ is one of Sweden’s most exciting companies and stretches over the fields of innovation, technical development, and communication. That is where I want to be too! After working with HiQ’s brand from the agency side it now feels equally challenging and natural to join the company. HiQ’s driving force is to create a better, simpler, and more joyful world, and I look forward to contribute in that journey,” says Erik Ridman.

Erik Ridman has vast experience within communication and marketing and has most recently been account director at the ad agency Søder. Before that Erik was account director at Kärnhuset where he won both the Swedish Design Awards and Swedish Publishing Awards together with HiQ, for the HiQ Magazine/HiQ Annual Report. Erik has also received a Cannes Lions bronze lion in the Creative Data category for “The Train Brain Project”, a campaign for Stockholmståg.

“I’m happy to welcome Erik to the team. He has worked for many years with communication and development of strong brands, and he will contribute to the continued development of HiQ. Erik is also a positive and dedicated person who likes to find new ways of solving things, which fits us perfectly,” says Lars Stugemo, President and CEO at HiQ.

For more information, please contact:

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