

## Helena Forsmark – new Managing Director of HiQ's subsidiary HiQ Stockholm

Helena Forsmark will be the new MD of HiQ Stockholm. Helena will contribute her extensive experience from HiQ and the consulting industry as well as enthusiasm and drive to continue HiQ Stockholm's development.

"Helena Forsmark has a lengthy background as a leader and role model at HiQ. She is currently working as Business Area Manager for Product Innovation in Stockholm and, with her background in technology development and R&D and her great enthusiasm, will be a great leader for our company in Stockholm," says Lars Stugemo, President and CEO of HiQ.

Helena Forsmark has been appointed MD of HiQ Stockholm, HiQ's largest subsidiary, as from 5 April 2019. Helena has a long and stable background at HiQ. Since 2000, she has worked as a consultant, consultant manager, salesperson, key account manager and most recently as a business area manager. Helena has solid expertise in R&D and tech and has worked with a variety of customers in everything from industry to entertainment and gaming. In addition to her position at HiQ, Helena is a role model in tech-Sweden as a member of the board of the strategic innovation programme IoT Sweden, for example.

"With enthusiasm and confidence, I look forward to taking over as Managing Director at HiQ Stockholm. I am really devoted to simplifying and improving people's lives with the help of technology and will bring great passion and energy to my new role. Together with all my great colleagues, I hope to continue the excellent progress we have made at HiQ. We are and will continue to be one of the leading consultancy companies in technology development," says Helena Forsmark.

Helena replaces Magnus Gudéhn, who will leave the Stockholm company and instead be responsible for a new venture that includes the Group's partnerships, strategic consulting and business development. Magnus will continue to report to the CEO and be part of HiQ's Group management team.

"I'm very pleased with Magnus' work and would like to thank him for everything he has done for us at the helm of our company in Stockholm. His new role will give us new impetus as a group to evolve further. I'm very pleased with both solutions," says Lars Stugemo.

**For more information, please contact:**

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