

Press release 17th of May 2019

Heidi Wold new Group Communications Director at Scandi Standard

Scandi Standard is pleased to announce the appointment of Heidi Wold as new Group Communications Director, with effect from August 12, 2019. She will replace Janneke Vackerberg, who since March has the role of acting Group Communications Director.

– I am pleased by the appointment of Heidi as new Group Communications Director. I have been impressed by her skills and I am confident she is the right person to further strengthen the communication function during an exciting period for the Group. At the same time, I wish to thank Janneke for her valuable contribution during the interim period, says Leif Bergvall Hansen, CEO Scandi Standard.



Heidi Wold is currently Communication Director Sweden at Scandic Hotels. She has a demonstrated history of working with strategic communications, with broad experience within Public Relations, Crisis Communications, Internal Communication and Digital Strategy. Before Scandic Hotels Heidi worked at JKL, MSL and Grace Communications.

– I am very excited to become a part of a fastmoving company in a growing category. The industry is new to me, so I am looking forward to learn more and hope to contribute with my competence and knowledge, says Heidi Wold.

Janneke Vackerberg will continue operating as Head of Sustainability.

For more information contact

Janneke Vackerberg, Head of Group Sustainability and acting Group Communications Director.
Phone: +46 (0) 730 398 687, email: janneke.vackerberg@scandistandard.com