



Elodie Details appoints Pontus Lesse as new CEO after record setting year.

Swedish design company Elodie Details has appointed Pontus Lesse as its new CEO. Pontus has made a name for himself in the world of Business for many years, most noticeably by spearheading the rise and growth of Unibet Group in London for several years. Founder and current CEO Linda Sätterström will continue working as Creative Director and Chairman of the Board.

- Pontus has a proven ability to transform good ideas and concepts in to truly successful organizations. I am fully confident he will be able to do great things with “my creation”. The fact that I get to concentrate on the creative side of the business, further strengthening what is already our core asset, is truly an added bonus, Linda says.

Since 2005, Linda has developed what was originally a DIY-project for a more attractive pacifier clip, in to an internationally well-known and popular brand. The mix of contemporary designed baby products and fast paced product development has gained them a strong and loyal consumer base in many countries. Their ambition is to keep re-investing, growing and increasing market shares on key export markets.

- There’s really no limit on how far an idea this unique and already successful can make it, says Pontus. It’s a privilege stepping in to a business with so many untapped opportunities and a sound business model. I see it as my task to accelerate an already fast paced success story, and to focus everyone towards the same targets and ambitions. I see the demand growing everywhere, so it’s really just a question of setting the right growth strategies.

Pontus Lesse starts his appointment in January, at the same time stepping down from his current position as Chairman of the Board for Elodie Details.

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