*Stockholm, February 15th, 2019*

**Liv Forhaug new CEO of Martin & Servera**

*Liv Forhaug has been appointed new CEO of Martin & Servera. She most recently served as CSO (Chief Strategy Officer) at the ICA Group, where she has been part of Group Management since 2013.*

- When the Martin & Servera Group now takes its next step, we are doing so with an experienced leader with extensive knowledge of the food industry, business strategy and digital transformation, Caroline Berg, Chairman of Martin & Servera, said.

 Through the years at the ICA Group, Liv Forhaug has developed and launched ICA’s e-commerce and managed several acquisitions, among others Apotek Hjärtat and Min Doktor. Furthermore, she has had responsibility for the ICA Group’s digital strategies including the creation of ICAx, their innovation hub, and a central advanced analytics unit. Liv has, earlier in her career, worked as a management consultant and partner at the international management consultant firm, McKinsey with assignments within retail and fast moving consumer products.

- Martin & Servera is a sound company group with a strong market position, well known brands and, in many ways, well ahead of the rest of the industry. Foodservice is a fast developing industry. Consumer behaviour changes, digital development affects the way we do business – I see a lot of exciting possibilities in the future, Liv Forhaug said.

**Martin & Servera has an intense development rate**

In recent years Martin & Servera has developed at a high rate. There is a strong e-commerce growth, there has been several acquisitions, a new fish and seafood business has been established and sustainability issues are very much in focus where food and drink are concerned. The Martin & Servera Group has a yearly turnover of about SEK 15 billions and 3 000 employees.

Liv Forhaug will take office by Oct 1st, 2019 at the latest.

**Press contact**

Christina Gezelius

Press officer at Martin & Servera

christina.gezelius@martinservera.se

0708-13 64 02