

Press Release

Beatrice Silow as new Managing Director for Columbus Sweden

Beatrice Silow will become the Managing Director of Columbus Sweden in addition to her current role as Chief Marketing Officer.

Since joining Columbus in October 2024, Beatrice has demonstrated strong results and excellent leadership. In her new role, she will lead the Swedish Market Unit, which comprises 420 employees and a total revenue of DKK 627m in 2023.

"I am pleased to announce the promotion of Beatrice to Managing Director of Columbus Sweden. Since joining us, she has demonstrated her ability to drive transformative marketing strategies while providing visionary leadership. Sweden is our largest market unit, and it's essential that we have strong leadership, a deep understanding of the Swedish business environment, and a commercial mindset to strengthen our position in the market. I look forward to working with Beatrice in her new role," says Søren Krogh Knudsen, CEO of Columbus.

As CMO, Beatrice focuses on enhancing Columbus' brand as a trusted thought leader and advisor, increasing awareness and supporting Columbus' growth ambitions. This role aligns perfectly with her new responsibilities in driving growth in Columbus' largest market.

"I am incredibly excited and honored by this opportunity. Working with our talented team to strengthen our market position in Sweden while ensuring that Columbus remains the best place to work is truly inspiring. In the few months since I joined, I have been deeply impressed by the talent and passion I have met across the company. I am confident that together, we will achieve great success, drive innovation, and continue our growth journey," says Beatrice Silow

Beatrice has over 25 years of experience in leadership and business development and holds an MSc in Mechanical Engineering from Chalmers University of Technology in Sweden. In 2023, she received Microsoft's Power Women in Tech Award, which highlights female tech leaders who actively contribute to promoting women and girls in STEM fields (Science, Technology, Engineering, and Mathematics).

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