

Alexander Matt,  
Global Marketing Director at Fjällräven.



## Fjällräven announces Alexander Matt as new Global Marketing Director

Alexander Matt has been appointed as the new *Global Marketing Director* for Fjällräven starting on 15 April 2020. He succeeds *Leif Öhlund* who left the company in 2019 to pursue other opportunities.

“I am proud and happy to welcome Alexander Matt to the Fjällräven family”, says *Martin Axelhed*, *CEO Fjällräven International*. “Alexander will contribute with his substantial experience from a global brand management perspective, leading the creative work in an international environment and take care of our global marketing with his very strong leadership capabilities. We are sincerely looking forward to having Alexander in our team and as a long-term colleague. I also want to take the opportunity to thank *Leif Öhlund* for his contributions to the company during his time as Global Marketing Director at Fjällräven and wish him all the best for his future.”

Matt, previously held the position *Chief Marketing Officer* at the *Fiskars Group* the last four years, where he led the digital transformation and consumer experience management, overseeing some of the most renowned Nordic design brands. From 2012 to 2015 Matt was *Senior Director Global Brand Communications* for *Adidas Originals* and member of the global leadership team. Before that Alexander Matt spent many years with the *Levi's* brand in different international Marketing roles.

With over 20 years of experience in global brand and marketing experience as well as his background and knowledge in brand innovation and digital transformation, Matt will help to accelerate the Fjällräven

brand on its way to become the most premium and sustainable outdoor brand and join its journey of constant self-improvement.

“I’m very excited to start in my new role”, Alexander Matt says. “Fjällräven unites my passion for sports and nature with my belief in the power of iconic brands. We are facing extraordinary times, but thanks to Fjällräven’s unique position, this is also an opportunity for us to create positive impact and leave a mark.”

### About Fjällräven

Fjällräven is one of Sweden’s most acknowledged outdoor companies and also one of the leading suppliers of outdoor clothing and equipment in Scandinavia. The company was founded by *Ake Nordin* in *Örnsköldsvik* in 1960 and has always been run with a passion to make it easier for people to spend time outdoors.

Fjällräven’s outdoor clothing, backpacks, tents and sleeping bags are functional and durable products that are appreciated by outdoor enthusiasts all over the world. Today, Fjällräven’s products are sold in over 70 countries, both in its own brand stores, through retailers and in its own online store.

As a company, Fjällräven makes every effort to act responsibly towards people, wildlife and the environment and to encourage people to take an active interest in outdoor life. Fjällräven Classic and the winter event Fjällräven Polar are the company’s two biggest and most popular events, organized with the aim of increasing interest in and spreading knowledge about the environment and outdoor activities all over the globe.

Fjällräven is part of the Fenix Outdoor Group along with sister companies *Tierra*, *Primus*, *Hanwag*, *Brunton*, *Royal Robbins*, *Naturkompaniet*, *Friluftslund*, *Partioaitta* and *Globetrotter*.



In 1960, *Ake Nordin* founded Fjällräven in his basement in the town of *Örnsköldsvik* in northern Sweden. Today the company’s timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 70 countries. Fjällräven’s product range comprises outdoor clothing and accessories for

men and women as well as backpacks, tents and sleeping bags. Fjällräven prioritises acting responsibly towards people, animals and nature and encourages and sustains public interest in the outdoors. The company is the initiator of two popular outdoor events, *Fjällräven Classic* and *Fjällräven Polar*, which attract thousands of participants every year.

*High resolution product images:*  
[www.press.fjallraven.com](http://www.press.fjallraven.com)

*For more information please contact:*  
*Philipp Kloeters*, +49 8139 8023-21  
[philipp.kloeters@fjallraven.se](mailto:philipp.kloeters@fjallraven.se)

[www.fjallraven.com](http://www.fjallraven.com)