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Löfbergs strengthens the board of directors with Rosie Kropp

Rosie Kropp has been appointed to the board of directors of the Swedish based coffee group Löfbergs. Rosie is a senior advisor in brand development, transformation and marketing. She has 25 years of experience from senior leadership positions in global companies and consulting firms.

“It feels great to welcome Rosie to us at Löfbergs. She has an impressive résumé with international experience of building strong brands and companies. She will be a valuable asset in our continuous work to create long-term sustainable growth,” says Katherine Löfberg, chair of Löfbergs.

“Löfbergs is a fine family business, run with great passion and genuine values, which is important to me. The company has an inspiring agenda for the future that focuses on customer experience, sustainability, innovation and building the brand internationally. I look forward to be a part of an exciting journey and contribute to the continuous success of Löfbergs,” says Rosie Kropp.

Rosie Kropp has an MSc in Economics from Stockholm School of Economics. Since 2012, she is the CEO and Senior Advisor at Lavandel, an international consulting firm focusing on strategic brand and business development. Rosie has also worked as a Global Head of Business Brand at Vodafone Group, Head of Marketing at Starbucks UK & Ireland and as a COO & Executive Director at Landor, a global brand consulting firm, where she was responsible for the MENA region and Central Asia. She has previously held leading roles in marketing and communication at Accenture, Skistar, Bisnode and Kraft Foods.

Löfbergs was founded in 1906 and is one of the largest coffee roasters in the Nordic region today. The company is fully-owned by the Löfberg family, now in its third and fourth generation. Löfbergs has a turnover of SEK 1.6 billion and operates on about ten core markets in northern Europe.

External majority

The board of Löfbergs now consists of seven people, four women and three men. The owner family has three representatives; the rest of the members are external.

“It is fully in line with our ambition to have a majority of external board members. As a family business, it is extra important to get in external persons who can, want and dare to challenge and complete the vision of the owners. It makes us stronger,” says Kathrine Löfberg.

The board of Löfbergs (AB Anders Löfberg) consists of:

- Kathrine Löfberg, Chair of the Board
- Anna Ryott, Member
- Lena Larsson, Member
- Rosie Kropp, Member
- Christian Sievert, Member
- Mikael Löfberg, Member

- Niklas Löfberg, Member

The employees of the company are also represented through:

- Bengt Holma, Member, Employee Representative
- Sandra Lyxell, Member, Employee Representative
- Charlotte Blomquist, Deputy Member, Employee Representative
- Ulf Karlén, Deputy Member, Employee Representative

For more information:

Kathrine Löfberg, Chair of the Board, Löfbergs, +46 54 14 01 20, kathrine.lofberg@lofbergs.se

The Swedish based coffee group Löfbergs is a Family Business founded in 1906. We are 340 coffee lovers operating in ten core markets in Europe and Canada, sharing the passion for taste, trends and sustainability. We have a turnover of SEK 1.6 billion and is one of the world's largest purchasers of organic and Fairtrade-labeled coffee. The group includes the brands Löfbergs, Peter Larsen Kaffe, Percol, Green Cup, Kobbs and SuperBonobo.

Contacts



Anders Thorén

Press Contact

Group Communications Manager

anders.thoren@lofbergs.se

+46 703 55 64 22