



2013-04-12 12:19 CEST

Carina Björkefors appointed as new Managing Director for EnterCard Sverige AB

“We are very pleased to welcome Carina to EnterCard. Carina’s vast experience from the card industry and the Swedish market, in addition to her strong leadership background, will be a huge asset to the continued growth of our business”, says Freddy Syversen, CEO of EnterCard Group.

“I am excited about the opportunity to contribute to the continued successful journey of EnterCard. The payment market is growing. That puts us in a great position to deliver smart payments and financial solutions to our customers that will make their everyday lives easier”, says Carina Björkefors, MD

EnterCard Sweden.

Carina Björkefors has extensive experience from the card business, mainly from AMEX, where she held different positions for the last 17 years. In her last role at AMEX as Vice President Northern Europe, World Services, she was a member of AMEX Nordic Executive Team and AMEX World Services Executive team, and responsible for 450 employees. Her main focus was the development and delivery of the Consumer Customer Services Strategy across the Nordics, Benelux and Germany/Austria. She has in-depth experience from working with corporate partners and accounts, co-branding and loyalty programmes. Before joining EnterCard, Carina held the role of Head of Proffice in Sweden, where she was responsible for a team of 2000 employees. Carina is 52 years old and lives with her family outside Stockholm.

Contact person:

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About EnterCard

EnterCard is a Nordic credit card business that delivers smart payment and financing solutions to 2 million customers. EnterCard was founded in 2005 as a joint venture between Swedbank and Barclays Bank.

We design and issue debit cards to suit customer needs in cooperation with partners and banks, and through our own consumer brand re:member. EnterCard has 400 employees located in Stockholm, Oslo, Trondheim, and Copenhagen.

For further information about EnterCard, please visit our website www.entercard.com.

Kontaktpersoner



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