



Press release:

Tryg hires new Head of Commercial from Nordea

Tryg has hired Hans Arnum as the Head of Commercial Denmark. He will lead the implementation of the 2020 strategy for the Commercial area in Denmark, which Tryg has just released.

- With Hans Arnum on board, we have a Manager with strong analytical skills and in-depth knowledge about the financial sector and the commercial market, which we look forward to benefitting from, says Group CEO Morten Hübbe.

Hans Arnum will be responsible for implementing and further develop Tryg's new 2020 strategy in the commercial area – including speeding up the distribution in the Commercial area and developing new sales channels. This will help to ensure a good balance in the customer portfolio. Also, the whole digitalisation concept of the commercial business area will help to ensure a good balance in the customer portfolio. Furthermore, the digitalisation of the commercial business area is an important focus area for Tryg for which the Director will be in charge.

Hans Arnum is 48 years old and has lots of experience working with Danish industries and leading large organisations. He comes from a position as Banking Director for Commercial Banking Denmark in Nordea where he has been since 2010. Before that he was employed at McKinsey and Co. for 13 years, where he was appointed partner in 2004. His educational record is a Cand.Scient.Adm in public administration from RUC combined with a Master in Public Policy from Harvard University.

He will be head of 320 employees in Tryg.

- I am very much looking forward to becoming part of Tryg and working with Tryg Commercial. Tryg is already developing the commercial business – and I look forward to being part of the further development in cooperation with the skilled employees. Also, I look forward to using my experience from working with Danish industries for developing new solutions and creating the best experiences for Tryg's customers. Because, this is where it all starts, says Hans Arnum.

He will start the job on 23 April.

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