



May 20, 2020 14:45 BST

## New management structure in Norwegian

**CEO Jacob Schram today announces the new management structure in Norwegian. The biggest changes involve two distinct commercial units in the Group, greater employee and customer focus, more efficient operation and, not least, an organization that facilitates broad cooperation across the business.**

"I have been committed to putting in place a management structure that takes us from growth to profitability by delivering our new Norwegian strategy and business plan. In order to run a profitable and sustainable company going forward, I will build the commercial part around two distinct entities with clear P&L responsibilities," says CEO Jacob Schram.

"We need to be able to attract, retain and develop good people, which is why the responsibility for all the company's employees is placed in one department. Our employees and their contribution to New Norwegian is vital to achieving the company's goals," says Schram.

By bringing departments together to focus on our customers we gain insight and power to innovate and use smart choices throughout their customer journey. We will remain true to the core values of Norwegian which have been in place since its inception - a popular company that offers good quality flights at a good price.

I have also been committed to improving operations through a simplified structure, clear roles and responsibilities, as well as even more efficient operations," he continues.

"We will be flexible, actionable, and cooperate well across the group. I am very pleased to have put in place the management team for the New Norwegian and Red Nose Warriors and look forward to working together to make Norwegian the customers' first choice when we are through this current crisis." says CEO Jacob Schram.

The new group management will be in place from 2 June 2020.

### **The new departments and management positions:**

The newly created AIRLINE department will have the full responsibility for the profit of the core business. The department shall ensure an optimal network of routes, optimize prices, plan flight operations, as well as carry out ongoing sales and marketing activities. The department will be headed by Andrew Hodges, who is currently head of Network Strategy & Planning in the current Norwegian commercial department. Hodges has over 20 years of experience in aviation, including 12 years at low-cost airline easyJet, where he has held several management positions in commercial and finance. He has also worked for British Airways and Deloitte.

AIRLINE ECOSYSTEM is also a new department. The department will have full performance responsibilities and will drive new business ecosystems in connection with the company's core business. This will take place through partner agreements and new customer platforms. A new manager will be

announced in due course, meanwhile Brede Huser will lead the department until a new manager is in place. He is currently head of the Norwegian Reward benefits program.

Responsibility for the entire customer journey will fall under the new CUSTOMER department. The department will deliver the agreed products and services to both the Airline and Airline Ecosystem unit through concept / product development, brand & marketing, customer activation and customer service. The new head of this department is Christoffer Sundby, who will start on the 1<sup>st</sup> of September. Sundby has a broad experience from operational management, product and concept development, marketing and sales backgrounds. He has formerly worked for Unicare, Circle K, Statoil Fuel & Retail, Statoil and McKinsey. Until September 1st, the department will be headed by Kei Grieg Toyomasu, who is currently Head of Marketing and Digital Channels.

OPERATIONS will work towards the Airline profit unit and provide agreed products and services within flight operations, as well as technical and maintenance, ground services, security and emergency preparedness. A new leader for this area will also be announced in due course. Tore Kristian Jenssen will continue to lead the department until a new leader is in place.

CFO Geir Karlsen continues in his position as head of FINANCE & CONTROL.

IT, SUPPLY CHAIN AND PROCESS IMPROVEMENT is a newly created function that will optimize and streamline all of the company's processes, systems and procurement. IT and procurement will be centralized to this department, which will also run the company's business centers and provide lean and optimized processes throughout the company. The department will be headed by Knut Olav Irgens Høeg, who is currently responsible for Procurement, IT and the customer center in Norwegian.

The PEOPLE department will have overall responsibility for all the company's employees, including pilots and cabin crew. All HR activities, including all training and development of employees will also form part of this department. HSE and trade union dialogue will be priority tasks for this unit. The department will be headed by Guro Poulsen, who currently heads Crew Management in Norwegian.

COMMUNICATIONS will be responsible for external and internal

communication, sustainability and public affairs. The department will be headed by Anne-Sissel Skånvik.

---

### **Norwegian in the UK and Ireland:**

- Norwegian carries almost **6 million UK passengers each year** from London Gatwick, Edinburgh and Manchester Airports to **30 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 4.6 million yearly passengers, and over 1,200 UK-based pilots and cabin crew
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airline now flies to 11 U.S destinations, Buenos Aires and Rio de Janeiro from London Gatwick
- Norwegian is the only airline to offer **free inflight WiFi** on UK flights to more than 30 European destinations and 13 long-haul destinations.
- The airline has one of the **youngest aircraft fleets in the world**, including next-generation Boeing 787 Dreamliner, Boeing 737 MAX and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for six consecutive years at SkyTrax World Airline Awards from 2013-2018, along with being awarded the **'World's best low-cost long-haul airline'** in 2015, 2016, 2017, 2018 and 2019
- Norwegian Reward is the airline's free to join **award-winning loyalty programme** offering members CashPoints and Rewards that reduce the cost of Norwegian flights

## Contacts



### **For journalists only**

Press Contact

Norwegian Press Office

[press@norwegian.com](mailto:press@norwegian.com)

+47 815 11 816



**Marketing/sponsorship requests: [marketing@norwegian.com](mailto:marketing@norwegian.com)**

Press Contact

Marketing/sponsorship requests: [marketing@norwegian.com](mailto:marketing@norwegian.com)