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OCEAN COLLECTIVE HIRES SOFIA EK AS NEW CHIEF MARKETING OFFICER AND ACCELERATE ITS FOCUS ON GROWTH AND INNOVATION

The newly formed Swedish industrial investment group Ocean Collective's mission is to change humanity's relationship with our oceans and accelerate new sustainable solutions. To accelerate its commitment to growth and innovation it now establishes a new function and hires a new Chief Marketing Officer.

- The wellbeing of our oceans is fundamental to our planet's survival. To accelerate the solutions our oceans so desperately need we now establish a new function and hire Sofia Ek as our Chief Marketing Officer to the benefit of our Group, says Jörgen Bergqvist, Group CEO and one of three founding partners of Ocean Collective.

The first business area within Ocean Collective is sustainable food, i.e., "Blue Food". In January 2023 a long-term and ambitious growth agenda was initiated through the acquisition of the Swedish family-owned company Korshags who has a long tradition of seafood of the highest quality and sustainability coupled with genuine craftsmanship. Further steps were recently taken by establishing a joint venture together with Nordic Seafarm within plant-based food from the oceans.

- The strategic priorities for Sofia will initially be to develop an updated brand and innovation platform to Korshags with the ambition to re-launch the brand during 2024, and co-create the commercial platform for our new joint venture Ocean Next, says Jörgen Bergqvist.

- I am thrilled to join Ocean Collective in such an early and exciting time and feel deeply motivated to continue to work towards the sustainability of our oceans, Sofia Ek says.

- We are very happy that we are able to attract such a qualified talent as Sofia who brings extensive experience from brand and innovation both a global scale with companies such as The Absolut Company as well as most recently as CMO in the alternative seafood start-up Hooked Foods, Jörgen Bergqvist finishes.

Sofia Ek will assume her new position as per August 21st 2023, and she will be based in Stockholm.

About Ocean Collective

Ocean Collective is a newly formed Swedish industrial investment group with the purpose to change people's relationship with our environment and to accelerate new sustainable solutions. We are pragmatic visionaries and combine existing and new solutions through collaboration with others to achieve maximum positive impact. We believe that the development of new technology combined with reaching broad consumer acceptance will play a decisive role in achieving a more sustainable society.

Ocean Collective was founded by Jörgen Bergqvist, Vilhelm Sundström, and Anders Jacobson.

Find out more: oceancollective.se

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