



Oriola appoints Stig Tornell as Executive Vice President, Sales

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Stig Tornell, B. Sc. (Bus. Adm. & Econ.), has been appointed as Executive Vice President, Sales and member of the Oriola Management Team as of 1 April 2025. Tornell joins the company from the position of Head of Expansion at DOZ Apotek.

"I am happy to welcome Stig back to Oriola. With his extensive experience in sales and retail business, along with a proven track record of driving sales growth both in physical stores and e-commerce, he will be a valuable addition to our management team. In his new role, Stig will be responsible for setting up Oriola's new sales organisation, which will be instrumental in accelerating our sales growth and establishing us as the leading specialist in the wholesale of pharmaceuticals and health products," comments Oriola's CEO Katarina Gabrielson.

"It feels great to return to Oriola, and I am very excited about the opportunity to be part of Oriola's growth journey. I look forward to working with the teams to further enhance customer-centricity, pursue growth opportunities and to contribute to Oriola's success," comments Stig Tornell.

Oriola's Management Team will from 1 April 2025 consist of the following members:

- Katarina Gabrielson, CEO
- Mats Danielsson, CFO
- Niklas Lindholm, Chief People Officer
- Katja Lundell, EVP, Advisory Services
- Mikael Nurmi, Chief Digital Officer
- Satu Nylén, EVP, Services and Products
- Petter Sandström, General Counsel
- Tuomas Tiilikainen, Chief Supply Chain Officer
- Stig Tornell, EVP, Sales

Katarina Gabrielson
CEO

CV – Stig Tornell
Born 1967
B. Sc. (Business Administration and Economics)
Swedish citizen

Primary career

2025-present, Admenta Sweden AB (DOZ Apotek), Head of Expansion
2022-2024, Admenta Sweden AB (DOZ Apotek), CEO
2021, Admenta Sweden AB (DOZ Apotek), Commercial Director
2017-2020, Mekonomen Sverige, Managing Director

2016-2017, Oriola-KD, Vice President, Consumer Business Area and Kronans Droghandel Apoteket AB, Managing Director
2013-2016, Kronans Droghandel Apoteket AB, Director, Commercial & Marketing
2011-2013, Medstop AB, Director, Commercial & Marketing
2006-2011, Reitan Servicehandel AB, Purchasing Director (7-Eleven & Pressbyrån)
1993-2006, various sales and marketing positions within FMCG and retail

Further information:

Katarina Gabrielson, CEO

tel. +46 72 234 8809

email: katarina.gabrielson@oriola.com

Mikael Wegmüller

VP, Communications and Sustainability

tel. +356 40 7762 314

email: mikael.wegmuller@oriola.com

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