

New Managing Director at Sunfab

Marie Nilsson is the new Managing Director of Sunfab Hydraulik AB. She most recently worked for the Ericsson Group, where she has held a variety of managerial positions over the past 15 years.

Marie Nilsson took over as Managing Director of Sunfab Hydraulik AB on 1 October. Marie is 45 years old and grew up in Hudiksvall, where she now lives with her family. She has worked for the Ericsson Group for the last 17 years and held managerial positions for 15 of those years. In the last three years at Ericsson Cables & Interconnect, she was Head of Product Development and Product Management at the Falun, Hudiksvall and Kista units.

Ready for new challenges

The position at Sunfab is Marie's first managing director job. She applied for the job because it felt like a logical step in her career development.

– "As I've held senior management positions for many years, I feel ready to take on new challenges," explains Marie Nilsson. "Sunfab also happens to be a highly interesting company. They're at the cutting edge of development and have a solid set of values, in everything from staff policy to customer care. It feels really good and I'm tremendously honoured to have been given this post," Marie says.

– "If I had to describe myself and my main qualities as a leader, I'd say I'm courteous but resolute. I'm open for discussion, but once we've made a decision I make sure it's implemented. This means that I'm result orientated as well," explains Marie.

Focus on growth

At the moment, Marie is taking part in an induction programme at Sunfab that will continue until 25 October. This will give her a good overview of all of Sunfab's departments and a chance to meet the staff. After her induction, she'll be ready to assume her duties as operative head of the company.

– "The first task will be working with the Management Group to set out goals and strategies in preparation for next year," reports Marie. "Our focus will be firmly on growth. We'll achieve this by increasing sales to major customers, such as OEM. We'll also be making concerted efforts to take additional market shares on the motors side. As part of that strategy, we're now hiring a Product Manager for Motors," says Marie. During November and December, I also intend to meet with subsidiaries and major distributors, so it's likely to be an intense and exciting initial period," concludes Marie Nilsson.

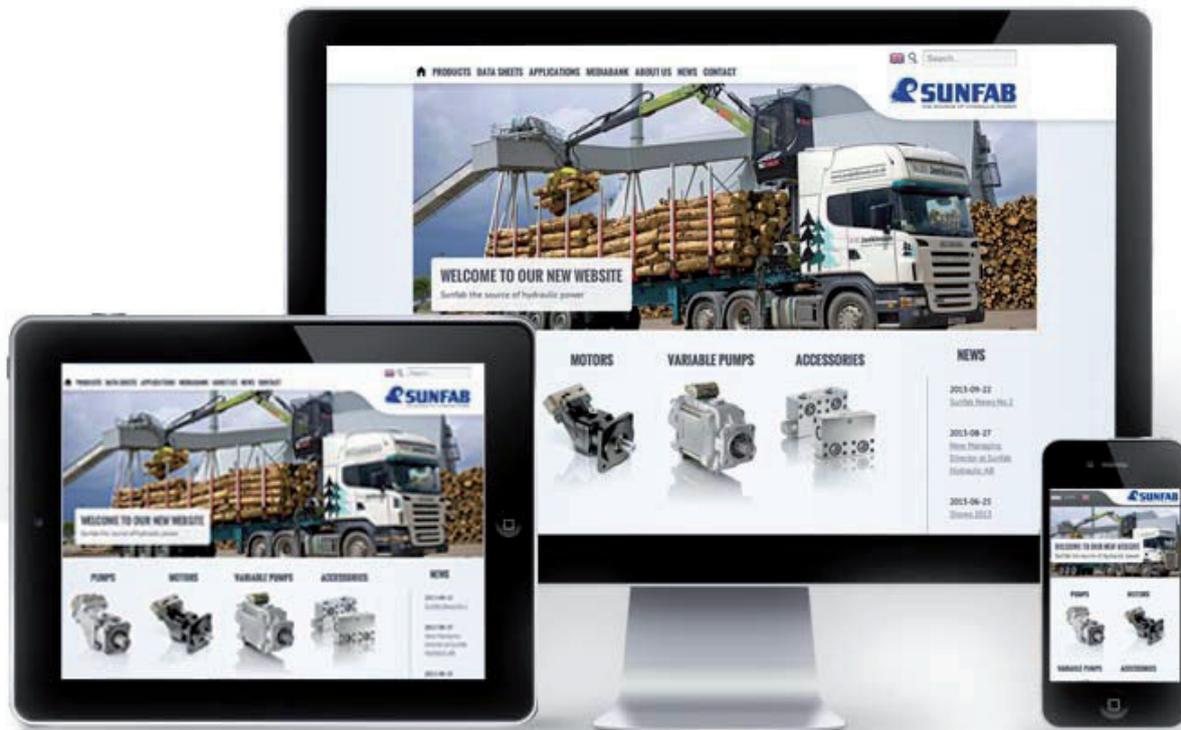
Mats Sundin to continue with business development

Mats Sundin, the previous managing director, will be staying on at Sunfab. He will be concentrating first and foremost on business development and the future development of the company in terms of technology and market.



Marie Nilsson is the new Managing Director of Sunfab Hydraulik AB

Premiere for the New Website



Sunfab has launched its new responsive website. The aim has been to make the new website more functional, user friendly and easy to grasp.

The design language on Sunfab's new website has been updated to make a cleaner and brighter impression, fully in line with the new graphic profile.

The website is also responsive, which means that it automatically adapts to the device it is being viewed on – mobile, tablet or full-size computer screen.

– “As more and more people search for information via smartphones and tablets, it's fun to be an industry pioneer,” reports a satisfied Martin Sidenvall, Marketing Director, Sunfab. “We're first among our competitors to be able to offer technical information specifically adapted for mobile devices.

When we were developing the new website, we chose to make the products our main focus and so we present them straight away on the welcome page. You just click any of them to access in-depth information, and all products are listed under each product group with image, designation, as well as links to installation instructions and data sheets. On the right-hand side, we've listed suggestions for accessories suitable for each product group,” explains Martin.

Data sheets are generated in real time

– “Clicking ‘Data Sheets’ in the menu brings up a clear overview of all data sheets,” Martin continues. “Most of the data sheets are automatically generated in real time from an underlying database. This means that you can always find the latest version of the data sheet via the website. We hope our customers will use it to always have access to up-to-date data sheets.

Under ‘Applications’ we present various suggestions for applications to give our customers and partners some inspiration. Our new ‘Mediabank’ has a collection of images, video clips and brochures designed to be easy to grasp and easy to download,” concludes Martin Sidenvall.

The website is currently available in 8 languages. A Japanese version will also be available shortly.



The new data sheets are generated directly from a database.