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Pontus Willquist new VP SMB & B2C

Pontus Willquist becomes a new member of Dustin's group management team as VP SMB & B2C with responsibility for inter alia Dustin's online platform. He will replace Göran Lindö who leaves the company in order to be CEO of a Norwegian software company.

Pontus most recent position was as Head of Pricing and Analytics at Dustin and before that, he was responsible for the company's online sales. He has worked at Dustin for almost eight years. Previously, Pontus has also been Head of business development at e-tailer Brandos.

- Pontus has great knowledge of Dustin and our customers' needs as well as solid experience from work with our online affair. He will therefore be the right person to lead the work to continue to develop our online platform and meet the demands from our core target group of small and medium-sized businesses. I would also like to thank Göran. During his ten years at Dustin he has built a strong team and has contributed to develop the company to one of the leading Nordic e-tailers, says Thomas Ekman, CEO of Dustin.

Pontus Willquist starts his new position at the latest on 1st of May.

- I have had the privilege of working in several part of Dustin's business and I look forward to continue to be a part of the development of our business so that we can best assist our customers with their IT challenges, says Pontus Willquist.

Göran Lindö started at Dustin in 2007.

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About Dustin

Dustin is one of the leading Nordic resellers of IT products with associated services to companies, the public sector and private individuals. With its core business in e-commerce, Dustin functions as a bridge between the manufacturer's wide-ranging offerings and customer requirements, in which Dustin's employees support customers in finding the appropriate solution for them.

Dustin is a one-stop-shop that offers some 250,000 products with associated services, features and solutions. Operations are conducted in Sweden, Denmark, Norway and Finland.

The company has approximately 1 000 employees. Sales during the 2016/17 financial year amounted to approximately SEK 9.3 billion. About 90 per cent of Dustin's income derives from the corporate market with a focus on small and medium-sized companies. Dustin Group has been listed on Nasdaq Stockholm since 2015 and has its head office in Nacka, Stockholm.