



SWEDISH CHAMBER OF
COMMERCE FOR THE UK

Bios of recommended appointments to the Council

London, 3 June 2021



Katherine Ainley, Ericsson

Katherine is the CEO of Ericsson UK and Ireland, working alongside major mobile network operators and service providers to create world leading mobile networks and game-changing technology for millions of subscribers and enterprise partners. She is also a member of the leadership team for Ericsson Europe and Latin America.

Katherine joined Ericsson in February 2021 from BT where she held a number of senior executive positions for more than 10 years, including the roles of Managing Director of Ventures in Enterprise and CEO of Tikit, a then wholly owned subsidiary of BT. Her career has also included management and consultant roles with Lloyds TSB and Ernst & Young in transformation and customer experience.

Responsible for a team of more than 2,500 employees across the UK and Ireland, Katherine is leading Ericsson's vision for 5G technology and deployment in the UK, focusing on supporting the business growth of network operators through continuous technology and product performance, enabling digitisation across new industries and delivering world-class connectivity for consumers.

Originally from Wigan in the North West but now living in South East London, Katherine has studied at the London School of Economics and Political Science (LSE). She has two young daughters and is a passionate supporter of Diversity and Inclusion programmes at Ericsson.



Dominic Fernandez-Ares, Stena

A Chartered Accountant, Dominic Fernandez-Ares joined Stena in 2006 initially in a senior finance role with Northern Marine Group in Scotland and later spent 6 years in Asia managing the Group's agency and supply companies in China, Indonesia and Singapore. Dominic commenced his career with KPMG and spent 5 years there including 2 years based in the US primarily working with oil and gas clients, followed by 5 years in a commercial finance role in telecommunications. Having spent the last 2 years as Managing Director of Stena Rederi A/S in Copenhagen, Dominic took up the post of Managing Director of Stena UK based in London on 1st May 2021.



Linda Griffin, European Tech Alliance

Linda most recently established and led public policy at King, one of the world's leading mobile games developers, with a network of over 270 million active users. After King was acquired by Activision Blizzard in 2016, she also led public policy across the wider Group.

She is Co-Founder of the European Tech Alliance (EUTA) and served as Chair from 2016-18 and Advisory board member 2019-2021. The EUTA is the first group to mobilise Europe's digital scale-ups to work with policymakers to create a political and legislative landscape that supports the European tech ecosystem. Additionally, she sits on the board and is vice-president of the DOT Europe, which represents leading Internet companies, in Brussels.

Previous to King, Linda led Facebook's policy communications in Europe, the Middle East and Africa, with a focus on government transparency reporting, safety, security and privacy. She joined Facebook from political consultancy, having advised clients ranging from the Kofi Annan led Africa Progress Panel to governments such as Dubai and Singapore on public outreach.

Early in her career she helped to establish the China Programme at the London think tank, the Foreign Policy Centre, and worked in Shanghai teaching basic Chinese, English and writing textbooks.

Linda holds a first class B.A in Politics and Classics from University College Dublin, an MScEcon in International Politics from the University of Wales, Aberystwyth and a WSET Level 3 in Wine.



Christer Gruvris, AstraZeneca

Christer has worked at AstraZeneca since 2009 in different departments including R&D Finance, Group Treasury, Operations Finance and Group Financial Planning & Analysis (FP&A). Christer's current role as a Director of Investor Relations includes interacting with buy- and sell-side analysts, preparing press releases including earnings announcements and providing market updates (including consensus forecasts) to senior management.

Christer studied at the School of Business, Economics and Law, University of Gothenburg, Sweden, and has master's degrees in Financial Economics, Statistics and Business Administration. Christer is also a Chartered Global Management Accountant (CGMA).



Viveka Hirdman-Ryrberg, Investor AB

Viveka has a long background in finance and banking and is the Head of Corporate Communication & Sustainability at Investor AB, the largest industrial holding company in Northern Europe. She joined Investor in 2018 and has been instrumental in gearing up Investor's sustainability work. In addition, Viveka chairs Misum, a multi-disciplinary research center for sustainable markets at Stockholm School of Economics. Prior to Investor, Viveka worked for close to 30 years at the bank SEB, where she the last 10 years was the Head of Corporate Communication & Marketing and a member of the Group Executive Committee. She also chaired the bank's Group Sustainability Committee.



Peter Jelkeby, IKEA

Peter Jelkeby is Country Retail Manager and Chief Sustainability Officer at IKEA UK & Ireland. Peter returned to the IKEA business in April 2019; the same company he had originally worked for as a student. With over 30 years of retail industry experience, Peter is adept at driving change and developing businesses to succeed in fast changing consumer markets. This experience is helping to drive the transformation of IKEA's business, ensuring it remains affordable, reaches more people, delivers excellent customer experiences and is truly people and planet positive.



Adam Mitton, King

Currently the Deputy Chief Legal Officer for King Digital Entertainment, responsible for commercial, privacy and consumer law teams for King on a global basis and Activision Blizzard within EMEA. I have been with King since 2013 and during that time have been involved in all aspects of King's business including working on game development, publishing and M&A, cross border commercial agreements, consumer law, intellectual property, data privacy and employment. Prior to joining King, I was a partner in a leading London based media and entertainment law firm specialising in ecommerce, technology and data privacy.



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Niclas Neglén, Klarna

Niclas Neglén is Chief Financial Officer for Klarna. He joined Klarna in 2021 after 18 years in the financial services sector. Niclas was previously Chief Operating Officer EMEA for HSBC Private Bank and Chief Financial Officer for General Electric Capital UK.