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Press release
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Magnus Sallbring is Health Promotion Director of the Year

This year the award for Health Promotion Director of the Year goes to Magnus Sallbring, HR- and Marketing Director at Atea Sverige. The Swedish magazine "Chef" and Rejlers are behind the award being presented at Chefgalan at the Grand Hôtel in Stockholm.

The citation states "An evangelist who, thanks to his burning passion, tenacity and a dash of megalomania, has managed to engage 93% of the company's staff, not to mention huge swathes of the industry in which he operates."

Two years ago Peter Rejler, President and CEO of Rejlers, was declared Health Promotion Director of the Year. He was attending the gala this year to present the award to Magnus Sallbring.

"The prize recognises the contributions of those role models who, through their leadership, have affected the wellbeing and results of both employees and the organisation. We are therefore proud to support this prize", says Peter Rejler.

About the award:

Health Promotion Director of the Year should be awarded to a leader with a strategic attitude to physical activity and holistic health who is also creating sustainable conditions for health improvements. And who, through promoting health and committed leadership, has increased the performance, success and wellbeing of employees and the company.

In addition to Health Promotion Director of the Year, the awards for Director of the Year, Diversity Director of the Year, Future Developer of the Year, Leadership Developer of the Year and Young Director of the Year were also presented.

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