

## P R E S S R E L E A S E

Stockholm, April 12, 2016

### **Jessica Parisi appointed CEO and President of BTS USA, effective July 1<sup>st</sup>**

STOCKHOLM AND NEW YORK, NY - BTS Group AB (publ), - BTS, a world leading strategy implementation firm, has appointed Jessica Parisi as the new CEO and President of BTS USA as of July 1<sup>st</sup>, 2016.

Jessica Parisi is currently Head of BTS USA Western region and Managing Director of BTS USA Leadership Practice. Jessica is a global partner of the firm and has been working at BTS since 1999.

"I am very pleased that Jessica has accepted the appointment to head our operations in the US, which is our largest market. Jessica has a very strong track-record at BTS in all key areas – rapid and sustainable growth, people leadership, innovation of new services and strategies, winning clients, and building our brand. With her positive energy and spirit, Jessica is the right person to further develop and strengthen our offering in the US market," says Henrik Ekelund, President and CEO of BTS.

"I look forward to taking over the responsibility for our operations in the United States. The high performing team of BTS USA has a unique opportunity to leverage our market leading position in strategy alignment and business acumen and help our clients with their broader people and transformation needs. Given the evolution in the talent and consulting industries, we have been taking market share in both and we see that continuing," says Jessica Parisi.

Jessica takes over after Jonas Akerman, who after 23 years in the US, has decided to move back to Sweden. Jonas has worked at BTS since 1991 and has been the President and CEO of BTS USA since 1995. Following the move, Jonas will take on a new role within BTS Group focusing on acquisitions and strategic recruitment.

"I want to sincerely thank Jonas for establishing and building BTS's position from scratch into a market leading organization. He has demonstrated true entrepreneurial spirit and I am happy that he wants to stay on in a new, strategic role within BTS," says Henrik Ekelund.

In 2015, North America accounted for 51 percent of BTS's total sales of 125 MUSD (SEK 1 bn.)

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### **About BTS Group AB**

BTS is a global professional services firm headquartered in Stockholm, Sweden, with some 450 professionals in 33 offices located on six continents. We focus on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences that have a profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.

We serve a wide range of strategy execution and talent development needs. Our services span the employee lifecycle from assessment centers for talent selection and development to strategy alignment and execution initiatives, and from business acumen, leadership and sales training programs to on-the-job business simulations and application tools. We partner with nearly 450 organizations, including over 30 of the world's 100 largest global corporations. Our major



Strategy made personal

clients are some of the most respected names in business: AT&T, Chevron, Coca-Cola, Ericsson, Google, GSK, HP, HSBC, Salesforce.com, Telstra, and Unilever.

BTS is a public company listed on the Nasdaq Stockholm exchange and trades under the symbol  
BTS B.

For more information, please visit [www.bts.com](http://www.bts.com).

***Every care has been taken in the translation of this press release. In the event of discrepancies, however, the Swedish original will supersede the English translation. This information has been disclosed according to the Financial Instruments Trading Act and/or Securities Trading Act.***