

Position Green appoints Julia Höglund as Managing Director for Sweden and Finland

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Position Green has appointed Julia Höglund as Managing Director for Sweden and Finland, strengthening the company's market leadership as demand grows for software solutions that help businesses turn sustainability data and reporting into measurable business value.

In her new role, Höglund will lead Position Green's operations across the Swedish and Finnish markets, working closely with customers and partners to help organizations navigate evolving EU sustainability regulations and integrate sustainability into core business strategy.

Höglund has extensive experience in strategic sustainability work and international business development. Julia Höglund previously held the role of Managing Director for the company's international expansion, based in London. She has also held a senior position at the sustainability consultancy SB+CO in London, where she worked with global companies on sustainability strategy, governance, and implementation. Earlier in her career, she held several roles in sustainability advisory and worked closely with both businesses and investors, including at Grant Thornton in Sweden.

"I'm excited to join Position Green at a time when sustainability is becoming central to business competitiveness," says Julia Höglund, Managing Director Sweden & Finland at Position Green. "Companies today are under increasing pressure - from regulators, investors and customers - to translate sustainability ambition into real business impact. Position Green's combination of technology and advisory services makes it uniquely positioned to help organizations do exactly that."

"Julia brings a rare combination of strategic sustainability expertise and international leadership experience," says Daniel Gadd, CEO and co-founder of Position Green. "Her understanding of both the Nordic and global sustainability landscape will be instrumental as we continue to support companies in turning sustainability from a compliance exercise into a driver of long-term value creation."

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