



Fogel & Partners is expanding – recruits Emelie Lundgren from Dagens industri and Helena Spens joins as Senior Advisor

Fogel & Partners continues to expand and strengthens the team by recruiting Emelie Lundgren, news anchor from Dagens industri, as Director, Helena Spens as Senior Advisor, and Frida Liljenberg as Associate.

Rapidly changing market conditions require well-planned communication, highlighting the ability to navigate an increasingly complex environment. After a turbulent period in the market, the need for strategic communication advice is greater than ever.

Emelie Lundgren joins from a position as news anchor at DiTV and will join Fogel & Partners as Director at the end of August. Having over eight years of experience as a journalist, Emelie will further strengthen Fogel & Partners' ability to bridge the gap between media and the capital market. Emelie will bring valuable knowledge and experience to our clients in complex situations that require careful consideration.

- In my role as a journalist, I have constantly worked at the intersection between information, communication and the capital market. The experience I have gained by meeting companies, asset managers, and market participants in challenging situations and business climates overlaps with Fogel & Partners' market niche. I look forward to using my expertise to ensure all parties understand each other better in the ecosystem surrounding our clients, says Emelie Lundgren.

Helena Spens will join Fogel & Partners as Senior Advisor at the beginning of September. Helena has solid experience in strategic corporate communications, focusing on M&A, integration, and restructuring. She has previously been a communications advisor and Partner at Kreab and held leading, strategic communications roles at Scania and Stora Enso. Helena will contribute with unique insights for guidance through all critical steps in the change processes that companies need to go through when market conditions change.

- As Senior Advisor at Fogel & Partners, I look forward to helping clients navigate complex and business-critical change processes, where strategic communication can be crucial for the client and the client's business. It is with great enthusiasm that I leverage my extensive expertise to strengthen Fogel & Partners' offering, says Helena Spens.

- In a continued turbulent market, Fogel & Partners has further consolidated its position as a leading advisor in the Nordic region. We continue to see good demand for our services, and it is therefore particularly inspiring to welcome our new colleagues who will contribute with valuable insights into the media perspective and strengthen our offering in corporate communications, says Anders Fogel, Founding Partner at Fogel & Partners.

In addition to Emelie and Helena, Frida Liljenberg will join Fogel & Partners in mid-August as an Associate. Frida recently graduated from Stockholm University and has interned at Stockholm Corporate Finance as an Analyst.



**Fogel &
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About Fogel & Partners

Fogel & Partners is one of Sweden's leading advisory firms in strategic communication. Our team have many years of experience in M&A, IPOs, and crisis communication, as well as strategic communication advice to companies and owners. Fogel & Partners works on behalf of business leaders and boards in the areas of Transactions & Special Situations, Capital Market Communication, Corporate Communication, and Strategic Sustainability & ESG Advisory. We operate in an international environment and work with both Nordic and global clients. Fogel & Partners is an Associate Partner of FGS Global (www.fgsglobal.com). The network gives our clients access to 1,200 communication experts in 26 offices worldwide - including New York, London, Frankfurt, Brussels, Berlin, Washington, Los Angeles, Hong Kong, Singapore, and Beijing. www.fogelpartners.se