



Anders Svensson

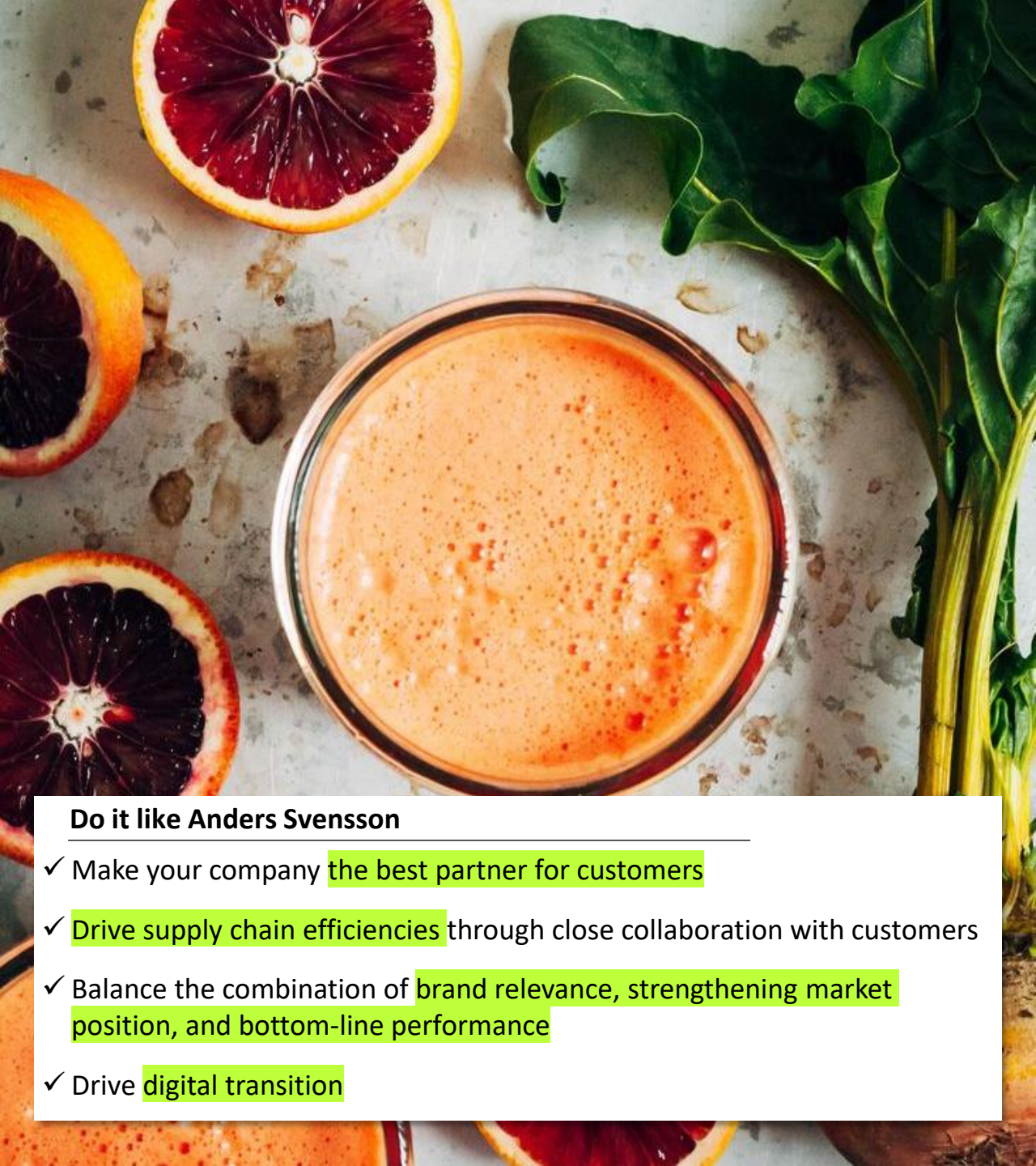
Board member Nicoya

Ex. CEO ICA Sweden, CEO Arla Foods Sweden, Ex. P&G
Chairman Swedish Trade Federation and Stadium AB

Board member The Confederation of Swedish Enterprise, Midsona AB, SkiStar AB



nicoya



Do it like Anders Svensson

- ✓ Make your company **the best partner for customers**
- ✓ **Drive supply chain efficiencies** through close collaboration with customers
- ✓ Balance the combination of **brand relevance, strengthening market position, and bottom-line performance**
- ✓ Drive **digital transition**

What are the highlights from your career?

I've had the privilege to work with the leaders in the industry, both in the Nordics and globally, as well as on the producer and retail side. It's tough to pick some achievements.

At P&G I would say it was to drive efficiency improvements upstream in the supply chain through close collaboration with European customers.

As the CEO of Arla, I lead the industry transition from "local dairy monopolies" to a national market where we made Arla the best partner for customers.

From my last 13 years with ICA, it's the combination of keeping the brand relevant, strengthening the market position and bottom-line performance of ICA and the retailers, while successfully driving a holistic digital transition (the latter a fantastic development opportunity for me as a leader).

What are the main opportunities you see for Nicoya and its role to play in transforming the global food system?

Food has always, and will always be, at the center of business, society, and people’s wellbeing. No matter the weather, the government, or what’s trendy, we always need to eat. But across the value chain, we need to develop new sustainable solutions to feed the world as the current system is not sustainable.

Nicoya brings customer insights, industrial knowledge, and capital to those who will lead this development. Just offering a more sustainable solution isn’t enough to win in the marketplace. We need to make it easy, tasty, and attractive for customers and consumers to choose affordable, healthy, and sustainable food. This includes understanding the consumers, product innovation, developing the best supply chain practices, and working closely with customers. This I’m passionate about!



How will you assist Nicoya as a board member to capture these opportunities?

As a board member, I aim to help set the direction, support management as needed, and secure persistence and consistency in the work ahead. This goes for any company that I advise or sit on the board of.

To Nicoya, specifically, I bring solid industry- and leadership experience all the way from production to the shelf, as well as a good network. These I aim to utilize to support Nicoya and its portfolio on its ongoing journey as a leading foodtech investor and towards a better food system.



What's your advice for someone who wants to make it in the food industry?

First of all, search for and join a company that you trust, that offers development opportunities and that demonstrates values that you share.

Secondly, work for the long term but be prepared to adjust the route.

Last but not least, excel in building strong teams, nurture networks and relationships, and take every opportunity you get to build your personal leadership.

For me, personal leadership is about taking responsibility for yourself and your team, initiating and following through on things that need to be addressed, and understanding the bigger picture while delivering your daily tasks. That's how you will develop yourself, your team, and the company.





Nicoya is a Swedish investment company within food tech and the next generation of food. Nicoya's objective is, through investments, to accelerate the needed changes within the food system to create meaningful impact for people, planet and health. Its management and founding team have strong experience from the food and FMCG industries, as well as the financial markets. Nicoya's current portfolio consists of 15 companies. Read more at nicoya.se.

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