

Berlin, 19 October 2021

Pontus Lindbom is the new Managing Director of Mister Spex in Sweden, Norway and Finland

As of 1 October 2021, Pontus Lindbom will be the new Managing Director of Nordic Eyewear AB in Stockholm, a Scandinavian subsidiary of Mister Spex SE that is active in the Swedish, Norwegian and Finnish markets. In addition to his position as Managing Director, Pontus Lindbom will also be taking on the management of the retail area in the three countries and will be responsible for the store P&L there. He will be reporting to Carsten Hennig, Vice President, International, at Mister Spex.

Pontus Lindbom has many years of international experience to look back on thanks to leadership positions at customer-oriented multi-channel brands. After working for IKEA for ten years in Sweden, Japan, and, finally, as Executive Vice President, in Germany, he most recently worked as the Executive Director for Europe for Daniel Wellington AB.

"I'm really looking forward to my new challenge, continuing to drive Mister Spex's success in the Nordic countries," says Pontus Lindbom. "When the first two stores opened in Sweden in April, we brought the successful omni-channel model from Germany to Scandinavia. I am sure the combination of online and offline offers will be the future of ophthalmic optics, and I look forward to continuing to convince the industry and potential customers of Mister Spex and its services."

Dr Mirko Caspar, CEO of Mister Spex, adds: "With Pontus Lindbom, we have managed to win over an expert who is an excellent match for us not only because of his professional experience, but also because of his passion for customer-oriented omni-channel consumer brands. Sweden, Norway and Finland are very attractive markets for Mister Spex – markets in which we are growing rapidly and where we also see a lot of potential. We are all the more pleased that Pontus Lindbom will be making our brand and our range even more well known locally."

In his position, Pontus Lindbom succeeds Andreas Eriksson, who will be taking on new responsibilities at the start of 2022.

About Mister Spex:

Founded in 2007, [Mister Spex SE](#) (together with its subsidiaries, "Mister Spex") is a multi-award-winning company that has become the leading digitally-driven omni-channel optician in Europe. Mister Spex has been at the forefront of the industry's transformational shift, growing from a pure online player into a successful omni-channel optician with more than 5 million customers and 10 online shops across Europe, as well as brick-and-mortar retail stores. As a digital native, technology and innovation have always been integral parts of the company's evolution, from 2D to 3D digital frame fitting tools to intelligent browsing features. Mister Spex focusses on making purchasing glasses a shopping experience that is simple, transparent and, at the same time, fun for customers – offering a comprehensive and diverse range of high-quality products in combination with extensive expertise in optics and advice from the customer service team, its own branches and an extensive network of partner opticians.

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