

Ericsson appoints Sena Erten as Head of People for Market Area Middle East and Africa

Cairo, Egypt, February 9th, 2021 – Ericsson (NASDAQ:ERIC) today announced the appointment of Sena Erten as Vice President and Head of People at Ericsson Middle East and Africa and a member of the market area leadership team.

In her new role, Sena will work to realize the company’s people vision in the market area, inspire and guide the business towards a world-class employee experience that is people centered, adopting the latest digital technologies, and leading the way in driving our company culture. In a fast transforming industry, Sena will drive Ericsson’s people transformation in the region through innovative leadership, attracting and retaining the best talents and helping Ericsson to win in the talent marketplace while creating a compelling employee experience.

Fadi Pharaon, President of Ericsson Middle East and Africa said: “People are at the center of everything we do at Ericsson. I am delighted to welcome Sena into her new role. Her extensive knowledge and experience will further strengthen our people function. In a high-paced industry, pushing the envelope of technology, Sena will work to address the fast-changing competence development needs of our company by unlocking the human potential, upskilling and reskilling talents, enabling us to stay ahead of the market and adding value to our customers.”

Sena brings 20 years of human resources and executive experience to Ericsson, rooted in a passion for people development, building diverse and inclusive cultures and high-performing, empowered organizations.

On the occasion of her appointment, Sena says: “I am excited to join the Ericsson family and be part of the team; realizing Ericsson’s vision of an intelligent, sustainable and connected world. I look forward to drive the company’s people strategy in the region, realizing the talents’ full potential while building a culture of excellence and supporting our teams in finding new and effective ways to engage, lead and collaborate.”

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Ericsson enables communications service providers to capture the full value of connectivity. The company's portfolio spans Networks, Digital Services, Managed Services, and Emerging Business and is designed to help our customers go digital, increase efficiency and find new revenue streams. Ericsson's investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York. www.ericsson.com