

## Ylva Berg joins Dassault Systèmes as Managing Director in the Nordic Region

**Dassault Systèmes has recruited Ylva Berg as its new Managing Director, Nordics. The recruitment is part of Dassault Systèmes strategy to expand business in the Nordic market in the coming years.**

**Gothenburg, October 4th, 2011** - Dassault Systèmes, a world leader in 3D and Product Lifecycle Management (PLM)-solutions, has recruited Ylva Berg as Managing Director in the Nordic region. Ylva Berg has over 20 years of experience from the Swedish and international manufacturing and technology industries, and most recently was the CEO of Technia Group AB, a Nordic partner of Dassault Systèmes.



Ylva Berg holds a MBA from the Stockholm School of Economics and has lived and worked in the United States and Denmark for several years. Her previous career includes working at Tetra Pak Inc, as Marketing Director, Europe at Beloit Corporation and as Senior Vice President for Market Operation and Business Development of BE Group. From 1999 to 2005 she was the Managing Director and Trade Commissioner for the Swedish Trade Council in Copenhagen, Denmark.

As Managing Director, EuroNordics, Ylva Berg brings her long experience and understanding of industry challenges and needs, and a deep and genuine interest to find new solutions and embrace technological innovation – something which is mirrored in her earlier work.

- I am very happy to have joined Dassault Systèmes. We have worked closely together during the last years and have gotten to know each other well. Dassault Systèmes' customer offering today and in the near future is truly exciting, and I believe there are very good opportunities to improve the value provided to our customers, as well as the cooperation with all our partners, says Ylva Berg.
- Ylva Berg has a strong and well-documented history of inspiring people to exceed strategic and operational goals, pursuing each opportunity with professionalism, high energy level and passion. We are pleased to announce that she has now joined Dassault Systèmes, said Jeff Ray, Executive Vice President, Global Operations at Dassault Systèmes.

The recruitment of Ylva Berg is part of Dassault Systèmes' strategy to double its business in the Nordic region in the coming years. This strategy will also focus on expansion into new and dynamic industries such as retail, life science and energy.

Ylva Berg assumes her position from October 1<sup>st</sup> and is based in Dassault Systèmes' Stockholm office. Her predecessor Raimo Nikkilä will return back to Finland after several years in different international roles and will assume the position of Managing Director of Dassault Systemes Oy in Finland.



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**About Dassault Systèmes**

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