



Alexandra Johansson appointed new Head of M&A at Bravida Group

Bravida Group has appointed Alexandra Johansson as its new Head of M&A. Alexandra succeeds Magnus Liljefors, who is retiring.

Alexandra most recently had the role of M&A Manager at Bravida. The M&A function is a strong team in which expertise, a high level of precision and strong leadership qualities are key elements for success in its work, which forms a core part of Bravida's strategy.

Mattias Johansson, CEO and Group President at Bravida, comments:

“After a thorough recruitment process, I am very pleased to now be able to appoint Alexandra Johansson as the person responsible for Bravida's M&A activities. In her previous role at Bravida, Alexandra has already demonstrated strong business drive, high levels of competence and precision in our M&A work, and a long-term vision for the future. I believe she is the right person to move Bravida's acquisition strategy forward.”

“I would also like to thank Magnus for his significant contributions to Bravida and wish him all the best in his retirement. His efforts have laid a solid foundation and formed the basis for the M&A strategy that has been crucial to Bravida's journey of growth during the past decade. I am in no doubt that Alexandra will now continue to develop this in an excellent way.”

Alexandra Johansson, incoming Head of M&A at Bravida, comments:

“I look forward to taking on overall responsibility for Bravida's M&A activities going forward and working with the team to strengthen Bravida's position in the market. Acquisitions are one of the cornerstones of Bravida's growth strategy and enhance both our overall customer offering and our local geographical presence. I would also like to wish Magnus good luck for the future and thank him for the time we have spent working together. My focus, and that of the entire team, will now also be on continuing to enable acquired companies to become even better together with Bravida.”

Alexandra Johansson took on the role of new Head of M&A in February 2026.

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Bravida's long-term goal is to be carbon-neutral throughout the value chain by 2045. We have 14,000 employees and a presence in about 190 locations in Sweden, Norway, Denmark and Finland. Bravida's shares are listed on Nasdaq Stockholm. www.bravida.com