



Lena Bjurner, SVP HR & Sustainability at Scandic Hotels

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Scandic best in class in human resource management – Lena Bjurner named Nordic HR Director of the year

Scandic Hotels' SVP HR & Sustainability Lena Bjurner was named Nordic HR Director of the year by Universum at the Employer Branding Forum & Talent Excellence Awards gala held at Vasateatern in Stockholm last night.

The jury's reasoning was as follows:

– Lena has worked intensely to address human resources issues on a Nordic level and the results are clear. Today, the company is the leader in hospitality

in the Nordic region. Through her efforts, she has also elevated an entire industry that historically has not been an attractive employer among university graduates, making her a model and source of inspiration for others.

– At Scandic, we understand that there are many opportunities open to talents today and we know we constantly need to develop to earn the loyalty of our team members as well as to attract new talents to join us. This is why we have involved everyone in the company in developing leaders and creating an inspiring corporate culture, says Lena Bjurner, SVP HR & Sustainability, Scandic Hotels.

– Our workplace is characterized by a focus on learning and development. We want to have happy, engaged team members and the best leaders in the industry. With great colleagues in every country adapting our human resources strategy to local needs, we are able to achieve stellar results in all of the countries where we operate, she continues.

The designation is one of many accolades Scandic has won this year, further confirming the company's high employer brand status. As recently as last week, Scandic Germany won best HR strategy in hospitality. In June, Scandic Hotels in Denmark, Germany, and Finland were awarded as the 3rd best workplace in Europe by Great Place to Work. The same year, Denmark and Finland were awarded Best workplace. And in April, Scandic Sweden was named most attractive employer in the hospitality industry for the second year running by the trade organization Visita.

Scandic's employer brand is also reinforced in surveys of business students. In 2018, Scandic was once again the top hotel operator included in Universum's highly-respected top list* and the 22nd most attractive employer in the Nordic countries, climbing seven spots from 2017.

About Universum

Universum is the world leader in employer branding. Each year, the company asks more than 1.5 million students and professionals around the world to rank the attractiveness of employers. The results are published in the globally-recognized Top 100 Employers list.

*Top 30 Most Attractive Employers among Nordic business students

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Scandic is the largest hotel company in the Nordic region with 16,000 team members and a network of around 280 hotels in operation and under development in more than 130 destinations. Scandic Friends is the biggest loyalty program in the Nordic hotel sector. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been a pioneer when it comes to integrating sustainability in all of its operations. Scandic Hotels is listed on Nasdaq Stockholm.

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