

BAUX

For Immediate Release - 16 November 2020



BAUX announces Lina Schleenvoigt as its new CEO to further accelerate global growth of the Swedish sustainable innovation brand.

Swedish innovation brand BAUX is delighted to announce that Lina Schleenvoigt will join BAUX as its new CEO.

Lina has a solid background in furnishings and interior design from Hästens, Vipp and more recently from Hilding Anders. We are sure Lina, with her personality and global experience from sales and brand building, will be a great contribution to the team at BAUX and the continued positive development of the company.

Lina's starting date will be March 01, 2021.

At the same time, Fredrik Franzon, co-founder and co-owner of BAUX, will take up a new position as COO of the company, focusing on the areas of product development and supply chain.

Stockholm 2020-11-16

*Fredrik Asplund
Chairman of the Board*

For interview requests or additional information, please contact Niki Gynnerstedt, Head of PR & Events | niki@baux.se | +46 70 330 04 35

About BAUX

Founded in 2014, BAUX is based on a belief that building materials and interior design should be able to combine environmental sustainability, functionality, and aesthetic appeal. BAUX designs, produces and markets building materials that meet the expectations of contemporary architects, engineers and builders, without compromising safety or environmental standards.

Since its inception, BAUX has grown rapidly, and with global representation in over 30 regions, built partnerships with clients such as Google, Amazon, Stella McCartney, WeWork, Spotify, Uber, AirBnB, Nike, and many more. The company was founded by entrepreneurs Johan Ronnestam and Fredrik Franzon alongside the founders of design studio Form Us With Love: Jonas Pettersson, John Löfgren, and Petrus Palmér.