

PRESS RELEASE

## **Åsa Alström has been appointed Head of Brand, Marketing and Communication, and will become a member of the Volvo CE Executive Management Team**



Since 2018, Åsa has served as Head of Strategic Communication at Volvo CE, where she has been responsible for both internal and external communications at a global level. Åsa brings over 20 years of experience within Volvo CE across Communication, Marketing Sales, Key Account Management, Aftermarket and within Operations.

“Brand, Marketing and Communication are essential in supporting the company’s transformation. Åsa has extensive experience within Volvo CE and in these areas, and I look forward to working closely with her going forward” said Melker Jernberg, President of Volvo CE.

Åsa succeeds Bill Law, who has taken on a new role supporting the development of the Volvo Group’s defense business.

Åsa will assume her new role on April 1, 2026, and will be based in Eskilstuna, Sweden

- Ends -

March, 2026

*Journalists wanting further information, please contact:*

*Sandra Jansen*

*Media Relations & Communications Manager*

*Volvo Construction Equipment*

*sandra.jansen@volvo.com*

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