



# Mads Brandstrup new Senior Vice President Communications and Public Affairs at SAS

Mads Brandstrup will assume the role of SVP Communications and Public Affairs at SAS, Scandinavia's largest airline. In this role, he will work closely with CEO Anko van der Werff and oversee SAS' comprehensive communication initiatives both internally and externally. Mads Brandstrup will report directly to SAS' Executive Vice President and Chief of Staff, Carina Malmgren Heander. He will start on January 1, 2024.

*"We are very pleased with the recruitment of Mads Brandstrup. His extensive leadership experience gained from senior communication roles closely integrated with senior leadership teams will make a big contribution to SAS",* says Carina Malmgren Heander, Executive Vice President and Chief of Staff of SAS.

Mads Brandstrup brings with him a wealth of experience, having served as the CEO of the Danish Media Association since 2021. Prior to this role, he held key positions such as Special Advisor to the Danish Minister of Finance and Head of Press and Communication for the Danish Social Democratic Party.

*"I am grateful for the opportunity to continue advancing SAS' communication efforts during this pivotal moment in the aviation industry and for SAS. With my background from both journalism, communication, and public affairs, I am eager to leverage my experience to add value to the team and SAS",* says Mads Brandstrup

Mads Brandstrup replaces Karin Nyman, who is moving on to new challenges outside of SAS.

**For more information, please contact:**

SAS Press Office, phn +46 8 797 2944

*SAS, Scandinavia's leading airline, with main hubs in Copenhagen, Oslo and Stockholm, flies to destinations in Europe, USA and Asia. Spurred by a Scandinavian heritage and sustainability values, SAS aims to be the driving force in sustainable aviation and in the transition toward net zero. We are continuously reducing our carbon emissions through using more sustainable aviation fuel, investing in new fuel-efficient aircraft and technology innovation together with partners – thereby contributing towards the industry target of net zero CO2 emissions by 2050. In addition to flight ns, SAS offers ground handling services, technical maintenance and air cargo services. SAS is a founding member of the Star Alliance™, and together with its partner airlines offers a wide network worldwide.*