

Sunfab invests in business development and changes CEO

"Leaving my role as CEO is a natural step in the development plan we have developed in the company during the recession," says Mats Sundin, who is also one of the owners of the Swedish company Sunfab Hydraulics AB in Hudiksvall. Instead, Mats Sundin will concentrate full time on leading the strategic business development. On 1 July, the Vice CEO, Lars Mörk, takes over operative responsibility, as the new CEO for all of the Sunfab Group.

During the worst of the recession, in 2009, the management of Sunfab was focused on keeping the company going in the short-term. Just like many other manufacturing industrial companies, even Sunfab was hit hard by the financial downturn, and the delivery volume fell by more than 50 percent.

"Now it is a different situation, with stable and increasing new orders. Instead, we see other threats such as, for example, the competition from low cost countries. Therefore, it is now important for us to reorganise and make use of our competence and capacity in more long-term activities," says Mats Sundin. He points to some of the goals such as, for example, to achieve a faster product cycle, to be able to offer a customised product portfolio, to have clearly formulated markets and strategic partners to work with. The first stage on the way to the vision is set for 2015.

"This requires us to be more growth-orientated and to work on how we want to be perceived," says Mats Sundin.

Sunfab Hydraulics is one of the world's leading companies in the manufacturing of hydraulic motors and pumps, primarily for mobile hydraulics in working vehicles such as HGVs, road graders, forestry machinery and more. The company has dealers in over 60 countries, and there are subsidiaries in Germany, Spain, France and England. Also included in the Sunfab Group are Italy and USA.

"Our home market is Europe. We are well aware of the increasing competition from the rest of the world. Together we have drawn up a long-term and a short-term plan for the company's continued development and the most important task I have, as incoming CEO, is to make sure that, in the daily work, we keep our focus on good service, reliable deliveries and high quality," says Lars Mörk and adds: "Something that has always characterised the company."

For more information

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