



Actic recruits Jonas Lissjanis as new CPO

Actic Group has recruited Jonas Lissjanis as new Chief Product Officer. Jonas joins Actic from a role as head trainer and business developer at UP Uppsala, and as previously training director at SAFE Education AB and co-founder and partner at Sports Club Education. Jonas will take up his new post in December 2019.

"We are very pleased to have recruited Jonas Lissjanis as new Chief Product Officer. His experience of the training industry, with a specialisation in leadership and business-centric change to produce forceful results, will contribute towards strengthening Actic's offering in training and health," says Anders Carlbark, CEO of Actic Group.

Jonas Lissjanis joins Actic from a role as business developer at UP Uppsala, and was previously training director at SAFE Education AB and Eleiko Education. Jonas is also co-founder of Sports Club Education AB and has an extensive background as business developer in the training industry, focusing on individual and semi-individual training. Moreover, Jonas has many years of experience in the SATS Group, where he was responsible for personal training at both Swedish and Nordic level.

"I am very excited about taking part in influencing the entire customer and training experience at Actic. I look forward to working to create fitness centres with an innovative and customised product offering presented by qualified trainers with a great passion for helping our members develop," says Jonas Lissjanis.

Jonas will take up his new post in December 2019.

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Actic (formerly Nautilus Gym) was founded in 1981 and launched the Gym & Swim club concept. The company began its international expansion in 1995 and as per 30 June 2019, Actic had 182 facilities and 222,000 members in four countries. Actic's main markets are Sweden, Norway as well as Germany and Austria. Actic offers a well-established exercise method known as high-intensity training (HIT) and offers its members personal training programmes including follow-up sessions with trained instructors. Together with swimming, this forms the core of Actic's offering and differentiates us in the market.

Actic's vision is to create a healthier society by attracting a broad target group and thereby expanding the market. The facilities engage in the local community to contribute to a healthier society. Actic, which has its head office in Solna, Stockholm, has approximately 800 full-time equivalent employees and had net sales of SEK 941 million in 2018. Actic is led by its President and CEO Anders Carlbark.