



Press release

Kurppa Hosk strengthens its strategy offering: Recruits three new Strategy Directors.

Recently named Sweden's largest brand and design agency in Resumé's annual agency survey, Kurppa Hosk continues to grow, adding three renowned Strategy Directors to its team.

– This is an effect of the high demand we're seeing, says Silla Levin, MD at Kurppa Hosk. We have an influx of new clients who want our help in developing their brands and their businesses. Several of them are large, established companies that are experiencing decisive industry shifts. For this we need talent that can handle complex, strategic assignments.

Kurppa Hosk began as a design agency in 2009. The agency's focus on strategy increased over time, and today, brand strategy is just as obvious a part of its offering as design.

– Today we are a full-fledged brand agency, says Malin Bugge, Chief Strategy Officer at Kurppa Hosk. We have 18 people working exclusively with brand strategy. This should make us the largest strategic brand advisor in the Nordics. We help clients such as Telia, Scania, Alleima and Securitas ensure that their brands support the business as it undergoes pivotal transformations.

– We are extremely happy that Tomas, Jillian and Martin have joined us, says Silla Levin. Their arrival strengthens our role as a qualified and long-term brand partner to existing and new clients. That enables us to better deliver on our own, and together with our sister companies within ARC.

Tomas Conradi, newly appointed Strategy Director at Kurppa Hosk, agrees:

– I'm excited to join Sweden's leading brand agency and to continue working internationally with challenging brand projects. Within ARC, there is great potential to connect digital transformation and brand strategy in completely new ways.

Tomas Conradi co-founder of brand agency Differ, was previously Head of Strategy and CEO at Blink Design, as well as founder and CEO at Nod Studio.

Jillian Mascarenhas has a long strategy background from New York-based agencies such as Futurebrand and Siegel+Gale. She comes most recently from PWC's Experience Consulting team.

Martin Svensson was previously a London-based strategist working for Wolff Olins and Siegel+ Gale. Most recently, he comes client-side roles, within Nordea and Kiviks Musteri.

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Kurppa Hosk is a global brand agency. We are 80+ strategists and designers across Stockholm and New York. We help our clients' brands accelerate their desired business transformations. Since 2019, we are part of ARC, a group of 14 consulting companies with focus on digital transformation. Together, we address client challenges from different perspectives and with different expertise – but in close-knit teams. ARC currently includes: Above, Animal, Ariel, BLCK, Conversionista, Cupole, Curamando, Curious Mind, Goods, Heydays, Kurppa Hosk, Mission Anew, Nameless.today and Umain.



From the left: Martin Svensson (Strategy Director), Malin Bugge (Chief Strategy Officer), Tomas Conradi (Strategy Director), Silla Levin (MD) and Jillian Mascarenhas (Strategy Director).