

**Pressrelease:**

Odense, 16.12.2021

**Change of leadership: Senior executive takes over at Roliba A/S**

Today is a anniversary day for the Trading Company Roliba A/S in Odense. As from today the former CEO Tommy G. Christensen, who has been in charge of the company for more than 25 years, hands over the majority of the shares to Sales and Marketing director Niels Sunke, who will be the new CEO in charge of the 21 employees on Hvidkærvej 52, Odense SV.

Tommy G. Christensen is selling the majority of his shares, as a part of a generational handover, but he will continue as co-owner in the company with a fokus on sales, untill end October 2022. He then continues as a Member of the Board.

*”Roliba is on solid ground and I handle without doubt the reponsability and keys of the company to Niels. I’m sure he is the right person to continue the positive development of the company – and to ensure that Roliba stays here in Odense in the future”* Tommy says. For Niels Sunke it is important to continue the good work which Tommy has build up throughout the years.

*” I am grateful for the trust Tommy and my employees have shown me in continuing the good work at Roliba. I am a entrepreneur at heart and love to create and develop together with our strong team of experienced professionals, who gladly walk an extra mile for Roliba and our clients. With that in mind, I’ll do my very best to lift the legacy of Tommy and take Roliba to new heights”* Niels Sunke says.

Since Niels joined as Sales and Marketing Director in 2017, Roliba have had a increased focus on digital development. By automating simple and rules-based processes, Roliba has optimized several administrative functions. It is about digitalisation, but with a fokus on what Roliba is extraordinarily good at: Flexibility, good service, personal sales and a close customer relationship.

The Trading company Roliba has existed for more than 100 years, starting in Ejby back in 1892 as a small manufacturer, mainly of robe. Today it has grown into a large company with more than 12.000 articles on stock and a large range of suppliers world wide. The product range includes both own brands and premium brands from all over the world. Read more at [www.roliba.dk](http://www.roliba.dk)