

New Vice President and head of Finland unit at Viking Line

Kaj Takolander has been appointed the new Vice President and Head of Sales and Marketing in Finland, the Baltics and Russia.

He succeeds Anni Kallioniemi and will assume his post at Viking Line in October 2014.

Mr Takolander's most recent position is as Head of Passenger Sales & Marketing and Customer Service at Finnlines, a Helsinki-based shipping company. Prior to this, he was Managing Director of Copterline Oy, General Manager of Red Bull's Finnish subsidiary and Area Director of Sinebrychoff, among other things in charge of Duty Free and Travel Retail on the Baltic Sea. He served as Sales Manager at Viking Line in Helsinki from 1988 to 1991.

"We welcome Kaj Takolander. With his thorough knowledge of our industry and deep experience of marketing and sales operations, he will have a good opportunity to enhance Viking Line's already strong position in Finland – our most important market," says Peter Hellgren, Executive Vice President and Head of Sales and Marketing.

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