

## Press Release

Luebeck, 5 September 2022

### **BAADER Hires Sigsteinn Gretarsson as CEO for SKAGINN 3X and BAADER Ísland**

Fish processing veteran joins global multi-brand provider to enhance operation and technology success

To further strengthen its strategic position in Iceland, BAADER announces another crucial hire. Sigsteinn Gretarsson joins BAADER, as Chief Executive Officer (CEO), for SKAGINN 3X and BAADER Ísland. With Gretarsson and the newly appointed Chief Sales Officer (CSO) Jón Birgir Gunnarsson, the local management team is completed. He will also be based in Reykjavík. Guðjón M. Ólafsson will take over the role of Chief Financial Officer (CFO) and will carry on with the successful financial turnaround. The leadership team will be supported by Jeffrey Davis, CEO of ISEA Partners, who will continue to serve as Chairman of the SKAGINN 3X board.

Gretarsson has great expertise in the fishing industry, as he worked in several management positions in this field, last as Executive Vice President and Commercial Director.

"Sigsteinn Gretarsson completes our local Management team in Iceland", says Robert Focke, Managing Director BAADER Fish. "He has the ideal blend of skills and experience for this role in BAADER right now. This is a crucial appointment for us, and I am pleased that we have been able to attract such a high-calibre executive. Together we will be able to take our leading market position as complete solutions provider for all fish species to the next level and offer even more complex and sophisticated solutions for tomorrow's challenges of our customers".

"I am very excited to join the BAADER team. BAADER has been serving the Icelandic Fishing Industry for over 60 years and is a market leader in its field with an excellent track record serving its global customers. The future is bright for fish processing technology in Iceland and beyond", says Sigsteinn Gretarsson.

BAADER Ísland and SKAGINN 3X recently joined forces in Iceland to establish even stronger customer support and foster joint innovation within seafood processing.

#### **For more information, please contact**

Julia Fuamba  
Global Head of Corporate Communications  
Mobile: +49 174 261 5059  
Email: [julia.fuamba@baader.com](mailto:julia.fuamba@baader.com)

**About BAADER**

BAADER is the global partner on food processing solutions with over 100 years' experience. We design and engineer innovative and holistic solutions that ensure intelligent, safe, efficient and sustainable food processing in all phases, from the handling of live and raw protein materials to the finished food products. Through our data capabilities, we use data to interpret and forecast along the entire food value chain. In close collaboration and partnership with our customers and partners, we are taking further major steps toward greater efficiency, traceability, transparency, profitability, and sustainability. By sharing knowledge and data, together we can succeed in optimizing the food value chain in the long term.

To find out more about BAADER, please visit our website at [www.baader.com](http://www.baader.com).