

16 February 2011

## State Secretary from Ministry of Finance - new advisor at Diplomat Communications

*Dan Ericsson, former State Secretary, Member of Parliament and Party Secretary of the Christian Democrats joins Diplomat Communications AB, one of the leading Swedish communications advisors, as a consultant and senior advisor.*

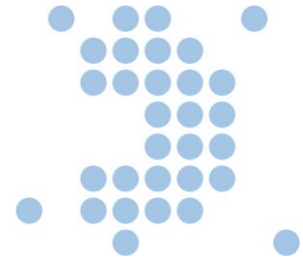
Anna-Karin Hedlund, VD at Diplomat Communications says: “Dan Ericsson has many years’ experience from politics in combination with experience as advisor to corporate managements. This gives him a unique insight into the world of policy making and corporations. Dan will contribute to strengthening Diplomat Communications’ role as a strategic advisor within communications”.

Diplomat Communications has a broad competence in Public Affairs. The assignments within the field are many and a number of staff has personal experience both from national and local politics from different parties, among others Lars Leijonborg, former Liberal Party Leader.

Dan Ericsson says: “Diplomat Communications offers challenges and an arena where I feel at home and it is a growing company that gains increasing confidence in the communications area. I look forward to working with exiting assignments and colleagues.

Dan Ericsson has a substantial background in Swedish politics and business. Most recently he served as State Secretary to former Minister for Financial Markets Mats Odell. Dan was Member of Parliament for nine years, among others as chairperson in the Committee on Environment and Agriculture. He was Party Secretary for the Christian Democrats for five years. He worked as a consultant for JKL for more than six years and has been a member of several national public boards and commissions of inquiries. Dan

*Diplomat Communications is one of the leading Swedish communication advisors. The company works in strategic advice and operative efforts in Corporate Communications, Public Affairs and Financial Communication. Diplomat Communications was founded in 2003 and has 30 staff in offices in Stockholm and Brussels. The subsidiary YouMe Agency, specialized in digital PR and social media, was founded in 2010. [www.diplomatcom.com](http://www.diplomatcom.com)*



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Ericsson was earlier also councilor and trustee in the Municipality of Norrköping and the Östergötland County Council.

Dan Ericsson will assume his new post as Senior Advisor 1May.

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