

Patrick Höijer appointed New CEO of Foxway

The Board of Directors of Foxway announces the appointment of Patrick Höijer as new CEO. The leadership change is part of a transition to better prepare the company for the next chapter of growth. Patrick Höijer will succeed Martin Backman, Foxway's Co-Founder, who will assist during a transitional period and remain a shareholder.

Foxway is one of the leading circular tech services provider in Europe, its unique positioning helps its customers source and lease IT equipment as well as refurbish and resell used devices. Since its foundation in 2009, Foxway, headquartered in Sweden, achieved a turnover of SEK 7,4 billion in 2023 with over 1000 employees and customers in more than 100 countries.

Private Equity firm Nordic Capital became a majority owner in 2023 to further support the company's strong growth journey. Part of the strategic plan includes securing the right leadership to further scale operations on a global level, both organically and through acquisitions.

Following an international search process, Patrick Höijer will assume the position as CEO as of today. Patrick Höijer has a broad B2B industry background from fintech and telco and has held various executive positions. He was most recently CEO of software provider Precise Biometrics, listed on Nasdaq Stockholm, until the fall of 2023. Patrick Höijer has previously been CCO at payment solution company Nets Group (now Nexi Group) and CEO of Nets Sweden, as well as held several senior management roles at Tele2 and E.ON.

“On behalf of the Board of Directors, I would like to welcome Patrick Höijer as new CEO of Foxway. We believe the company's ambition to transform the tech industry, by promoting a more circular business model, has great untapped potential. Patrick's broad international experience from successfully driving profitable growth will contribute to strengthen Foxway's focus on transformation and taking the next step to further accelerate its growth,” says Per Hallius, Chairman of the board of Foxway.

“I'm honored to have been appointed to lead Foxway, which clearly has a very experienced team dedicated to help customers support their digitalization while also reducing their carbon footprint. I'm looking forward to getting to know the team to further build and develop Foxway and to contribute to the next chapter of growth,” says Patrick Höijer, incoming CEO.

Per Hallius continues: “The Board would also like to express its gratitude to Martin Backman for his dedicated leadership and extensive contribution to the business as Co-Founder and CEO for over 14 years. Martin has been pivotal in shaping Foxway and in building its platform and the position where the company is today. As Foxway is now accelerating its growth and transformation, we have together agreed it is a good timing to hand over to a new leadership.”



“It has been a privilege to lead Foxway since the start, and I’m extremely proud of what we have achieved together with all the talented and committed colleagues. In recent years, Foxway has grown significantly, both organically and via acquisitions, and now is the right time for me to pass on the baton. I am excited to support and follow the company’s continued development as a shareholder,” says Martin Backman, departing CEO of Foxway.

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