

Press release

Tallinn, 22. September 2011

Anti Kuiv becomes new Managing Director of ALSO's Baltic operations

Anti Kuiv (37), since 2003 Managing Director of ALSO Estonia and Head of Value Business at ALSO Finland and the whole Baltic region, has been appointed effective 1 October, 2011, as Managing Director of all ALSO Baltic operations (Estonia, Latvia and Lithuania). Anti Kuiv will take over the responsibilities from Laisvunas Butkus, who is leaving ALSO Actebis Group by the end of September 2011. In addition to his new role, Anti Kuiv will stay Head of Value Business for Finland and the Baltic region. In this function he is also member of the Finnish Management Board. Tarmo Niineste, who has been Product Marketing Director at ALSO Estonia, will start as new Managing Director of ALSO Estonia from 1 October, 2011.

“ALSO will continue to build and strengthen its presence in the Baltic States. After a few slower years, business outlook now looks promising”, says Anti Kuiv. “As first priority I will strengthen the current business and will develop new business models”, he explains.

ALSO is the market leader in the Baltic region and is actively looking towards the new challenges, the IT industry will be faced with in the next years – such as Cloud Computing. “Our strong client base and the knowledge about the IT market is clearly an advantage to develop and implement new business models”, says Anti Kuiv.

”In Finland and in the Baltic States ALSO is the leading Value distributor”, says Maija Strandberg Managing Director of ALSO Finland. “Anti Kuiv has played a key role in building up the Value distribution division in Finland, and we are looking forward, to enhancing this model more regional in close cooperation with our vendors”, she finishes.

Building up the Value Business, strengthening the market presence and developing related services is a strategic initiative throughout the whole ALSO Actebis Group.

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