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Green Cargo builds logging logistics unit

On January 1, 2022, a new unit was created within Network Management – logging logistics. The new unit has been created to better meet the needs of logging customers as well as to increase growth and strengthen profitability within the segment. The Manager of this new unit is Madelene Askeblad.

“The logging segment has great potential and will play an important role in our profitable growth going forward, but has different requirements than other segments. By utilizing a more agile approach, we are creating a dedicated logging logistics unit to gain increased insight into customers’ needs,” says Shad Hallam, Director of Network Management.

Development of the unit started in January

Madelene Askeblad joined as the logging Logistics Manager on January 1, 2022, and is starting work on building up the new unit. Initially, the unit will consist of two business developers, who together with Madelene, will drive strategic work with the business plan, targets, team structure and roles. The unit will successively add more skills and resources as work methods and processes are established, operational logistics leaders will also be included in the team.

“We are now establishing a dedicated expert team for the logging segment, which will increase our potential to develop existing and new customers, and where the commitment to deliver on our customer promise will inspire the unit. Our objective is to meet our customers’ requirements while also ensuring profitability,” says Madelene Askeblad.

Madelene Askeblad will be a member of Network Management’s Management Team.

Green Cargo is a sustainable logistics partner and crucial for Scandinavia's trade and industry. Electric trains make up over 95 percent of our ton kilometrage, meaning the climate impact is next to zero. Every 24 hours, some 400 freight trains depart, replacing around 8,500 truckloads on the road network. We serve close to 300 locations in Sweden, Norway and Denmark through our network, and with our partners we reach all of Europe. Green Cargo is owned by the Swedish State. We transport 21 million tonnes of freight, have 1,800 employees and annual sales of about SEK 4 billion (2020).

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