

## Fredrik Wikfeldt

### New CEO in Scandinavia

On 1st November, Fredrik Wikfeldt took over as CEO of LASER COMPONENTS Nordic AB. He holds a master's degree in engineering physics from the Royal Institute of Technology in Stockholm and brings more than twenty years of sales and management expertise in the electronics and manufacturing industry as well as a deep technical knowledge of industrial image processing and measurement technologies. Before joining LASER COMPONENTS Nordic AB, he held positions of Product Manager, Sales Manager, and Chief Operating Officer for local and international companies such as Stemmer Imaging and Carl Zeiss.

"My goal is to provide customer-oriented solutions and establish long-term business relationships without losing sight of the overall sales figures," says Fredrik Wikfeldt, explaining his plans for the future. His core strategy is to focus on further growing the business of in-house developed products such as custom-made optics and fibre optic assemblies as well as standardised optoelectronic components. This portfolio will be complemented with high-end products from strategic suppliers. To achieve his goal, Wikfeldt plans to expand the sales team across the region.

Wikfeldt succeeds Mikael Winters who had led the company since it was established in August 2014 as a sales subsidiary of the LASER COMPONENTS Group. During his five-year tenure he helped the company achieve a leading position as a supplier of photonics components in the Nordic countries. Winters, who has a strong background in academic research, left the company at his own request to focus on more research related sales activities.

## Trade Shows

SPIE Photonics West, February 04 – 06, 2020, San Francisco, USA, **Booth 449**  
 ATX West Automation, February 11 – 13, 2020, Anaheim, CA, USA, **Booth 4165**  
 SPIE Photonics Europe, March 31 – April 01, 2020, Strasbourg, France, **Booth 521**  
 ANGACOM, May 12 – 14, 2020, Cologne, Germany  
 The Vision Show, June 09 – 11, 2020, Boston, MA, USA  
 Sensors Expo & Conference, June 09 – 11, 2020, San Jose, CA, USA  
 LASYS, June 16 – 18, 2020, Stuttgart, Germany  
 SENSORS + TEST, June 23 – 25, 2020, Nuremberg, Germany, **Booth 1-517**  
 SPIE Optics+Photonics, August 23 – 27, 2020, San Diego, CA, USA  
 VISION, November 10 – 12, 2020, Stuttgart, Germany, **Booth 1G31**  
 electronica, November 10 – 13, 2020, Munich, Germany

## The Company

LASER COMPONENTS specializes in the development, manufacture, and sale of components and services in the laser and optoelectronics industry. At LASER COMPONENTS, we have been serving customers since 1982 with sales branches in five different countries. We have been producing in house since 1986 with production facilities in Germany, Canada, and the United States. In-house production makes up approximately half of our sales revenue. A family-run business, we have more than 230 employees worldwide.