

# Seco Tools appoints new president and CEO

Seco Tools has announced Fredrik Vejgård as its new president and CEO.

In this role, Mr Vejgård will continue to drive and develop the global business, driven by its values of passion for customers, a family spirit and personal commitment.

"I believe in transparency and focus and I always work to act in that way," he stated. "I strive for an organisation where everyone knows what is important for the business here and now as well as in the future. By engaging everybody, I am convinced that we can develop Seco further and become an even stronger force within the metalcutting industry, ensuring that we deliver sustainable solutions for customers all over the world."

Since 2015, Mr Vejgård was vice-president, strategy



and business development at Sandvik Machining Solutions (SMS), where he was responsible for driving the development of the SMS strategy and building the foundation for the new digital division within SMS. Prior to that, he worked at Luvata for 10 years where he held different executive positions responsible for business operations in the UK, Americas and China. He also has a background as a management consultant at McKinsey & Company with

focus on operational topics such as Lean manufacturing and procurement.

Mr Vejgård holds an MSc. in Industrial Management and Engineering from Linköping University, Sweden and has studied international business and computer studies at Sydney University, Australia.

Headquartered in Fagersta, Sweden and present in more than 75 countries, Seco Tools is a leading global provider of metalcutting solutions for milling, turning, holemaking and toolholding. For more than 80 years, the company has provided the technologies, processes and support that manufacturers depend on for maximum productivity and profitability.

■ **Seco Tools**  
[www.secotools.com](http://www.secotools.com)

## 123 Insight strengthens management team

Software specialist 123 Insight has expanded its management team with the appointment of Simon Badger as managing director (designate) and Emma Richards as customer services manager.

Formerly a 123insight user back in 2003, Mr Badger has a degree in Business Studies and joined 123 Insight in 2011 as the first customer care manager and was promoted to customer services



Emma Richards

manager in 2015.

Ms Richards joined the company in 2014 as part of the Customer Care team with a wealth of experience gained over 10 years and having held several roles within various manufacturing businesses.

Guy Amoroso, co-founder of the company, will continue in the role of managing director until 2020, working alongside Mr Badger during this period. After the changeover he will take the role of chairman.

Mr Amoroso said: "Simon and I have worked closely together for over a decade, and this transitional period will allow his move to managing director to happen smoothly. During Emma's five years with us she has increased and honed her manufacturing experience and



Simon Badger

knowledge, so it was a natural progression for her to take the customer services manager reins from Simon. Naturally, I will maintain an active role in 123 Insight but this will allow me to take a more strategic look at the business moving forward, rather than focusing on day-to-day activities."

■ **123 Insight**  
[www.123insight.com](http://www.123insight.com)



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7-10 May 2019

**May 2019**  
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Stuttgart, Germany  
21-24 May 2019

**June 2019**  
**Subcon**  
NEC, Birmingham, UK  
4-6 June 2019