



## Patric Holm

Vice President of Market Area  
Nordics & Southern Europe,  
Lynk & Co International

Appointed Vice President of Nordics & Southern Europe at Lynk & Co International in August 2024, Patric Holm is responsible for the brand's commercial evolution and expansion across the Nordic and Southern European market areas. Under his guidance, the regional sales strategies for B2B and B2C channels are refined, while developing impactful partnerships that reinforce Lynk & Co's retail footprint in those regions.

With over two decades of expertise in the automotive industry, including leadership roles at Volvo Cars, Patric Holm's extensive experience and participation in the Swedish Dealer Council underscore his deep understanding of automotive market dynamics and his ability to drive commercial growth.

Leveraging his skills in negotiation, budgeting, business and strategic sales planning, Patric Holm comes as a critical team leader at Lynk & Co with valuable insights that will support the brand in exceling in the Nordic and Southern European markets.