



## **ÅSE RØD – A JOURNEY OF GROWTH WITH STEEN & STRØM**

Åse Rød has been with Steen & Strøm since the company's founding in 1991.

"I never expected to stay this long, but it's been an exciting journey from a start-up with varied tasks and challenges to becoming an international shopping center company. I was given the opportunity to take on new challenges, which encouraged me to stay. The company grew from five employees to as many as 380 at one point. Today, we are 115 across Scandinavia.

My roles have been as diverse as the challenges. I started as a marketing secretary at Oslo City. In 1993, I transitioned to the finance department, where I was responsible for Compensation & Benefits, and by 1995, I also managed accounting for Steen & Strøm AS and the holding company, Storm Holding. Over the years, I have taken on various HR positions.

### **What makes Steen & Strøm strong?**

Our strength lies in growth – both in the company's development and in employee opportunities. Steen & Strøm has talented employees, and one must appreciate change and be able to reassess and adapt to new circumstances.

### **What drives me?**

I enjoy having a supportive role and thrive with a broad network of contacts. I want to make a difference so that Steen & Strøm is a great place to work. I'm independent and solutions oriented and been able to develop and grow within the company.

### **What does my day look like?**

HR is a support function to the company's leadership. I work in HR in both Norway and Sweden. My job is interesting because it encompasses a variety of tasks, such as recruitment, onboarding/offboarding, training, budgeting, Compensation & Benefits, and reporting.

**What makes my job interesting?**

My role requires close contact with colleagues across Scandinavia and with HR at Klépierre's headquarters. Being a support function for the management team, I am involved in changes within the organization, which is exciting. Today, everything is fully digitized, both internally and for authorities. I find our various tools for recruitment, training, reporting, and how systems connect to be fascinating. We have a great atmosphere at our Norwegian office – the colleagues are wonderful!

**What am I looking forward to?**

I love making a difference by supporting Steen & Strøm's management and employees. I aim to be present and inspire others so that together, we create an attractive workplace."