



PRESS RELEASE

## Experienced service designers launch new firm Savvy along with H&H Group

Savvy aims to collaborate and help organizations in order to increase their competitiveness and relevancy in a quickly changing world of digitization and globalization, with a focus on service design, innovation, and cultural transformation.

Savvy's co-founders include Anna Grieves (CEO), Susanne Lundmark and Rich Nadworny. All three have a wealth of experience working with and delivering customer- and employee-centric results for private and public institutions, such as SEB, Arbetsförmedlingen, Apoteket, Migrationsverket, Systembolaget, UR och Trygg Hansa. All three come from the former Transformator Design.

The goal for Savvy is to grow to fifteen employees within the next year. The company is based, together with several other firms, within the H&H Group at Sveavägen 20 in Stockholm and is already working on its first customer projects.

"We enable organizations to prioritize business decisions from a human and customer perspective. Our well-established service design methodology helps to simplify the complex and to establish and enhance significant positive change and transformation. Our experience shows that there is a great demand in the market from organizations to bring in groups like ours to help them create their own internal culture of innovation, sustainability and customer-centricity," says Savvy CEO Anna Grieves.

"We are delighted that Anna, Susanne and Rich chose to start Savvy with us. Within the H&H Group, Savvy has the opportunity to flourish with great autonomy and to develop their own unique culture and future. Our group can offer resources and inspiration along with the potential to collaborate with our sister companies that will enable all of us to catalyze our progress," adds Martin Petersson, President and CEO for H&H Group.

"Our world is going through a time of rapid change. Design has become a critical element in enabling organizations to succeed and compete in today's world," says Rich Nadworny, Design Director. "For us, capacity building: design education, training and coaching, is the connective thread in what we do. It's part of every piece of work we undertake and deliver. In that way, we empower our clients and partners to develop their own design and innovation cultures so that they can create new services, products and business models on their own. Ultimately, those are the organizations that will continue to attract people, whether they are customers or employees."

"We've found that many companies want more of a partnership with groups who have expertise, who can offer responsive and personal relationships and who enjoy working with others," says Susanne Lundmark, Relationship Director. "Our ambition is to create and curate a network of highly capable specialists who, like us, are driven to create significant and sustainable positive change. We aim to create a collaborative of like-minded professionals. All with the end goal of making our clients more successful through design and innovation."



### **About Savvy's Partners**

Savvy's founding partners all worked at the former Transformator Design until this summer. Anna Grieves started there in 2011 and was CEO from 2017. Susanne Lundmark joined in 2013 after working as in business development for SEB. Both Anna and Susanne were part of the leadership team at Transformator Design. Rich Nadworny worked at Transformator since 2017 as Capacity Building Lead. Previously he worked as the Director of Innovation and Entrepreneurship at Dartmouth College's Dickey Center.

More information at [www.savvysthlm.com](http://www.savvysthlm.com)

### **About H&H Group**

H&H Group is a long-term owner of communications companies with the ambition of being a market leader. The group has a combined agency revenue of approximately SEK 500 million with more than 400 employees in Stockholm, Malmö, Linköping, London and Shanghai. The group consists of Hallvarsson & Halvarsson, Comprend, Intellecta Corporate, Jung Relations, Creo, Springtime, Hilanders, Tomorrow,

Identx, Involve, Consilio and Bysted. Read more at [www.halvarssongroup.com](http://www.halvarssongroup.com)

### **Contact**

Anna Grieves, CEO Savvy  
Tel: +46 722 159 775  
E-mail: [anna.grieves@savvysthlm.com](mailto:anna.grieves@savvysthlm.com)

Martin Petersson, President & CEO H&H Group  
Tel: +46 709 711 291  
E-mail: [martin.petersson@halvarssongroup.com](mailto:martin.petersson@halvarssongroup.com)