

Bente Brevik is SSP's new CEO of Nordics



Bente Brevik CEO of Nordics, SSP

[SSP Group](#) is announcing a recent promotion of Bente Brevik from MD Norway to CEO of its Nordic region.

Brevik joined SSP in February 2018. She “helped develop SSP’s entry into Iceland with two units at Reykjavik airport and enhanced relationships with clients and brand partners throughout Norway and the wider region,” a recent release stated.

According to the release, “Bente has also led the evolution of SSP’s Point retail offer in Norway which has resulted in recent contract renewals and the start of the company’s retail expansion into new European markets this year, such as Spain and Switzerland, and has responsibility for SSP Nordic’s inflight and lounge business.”

Jeremy Fennell, CEO of SSP's European business, said in the release: "The appointment of a Nordic CEO reflects the scale of our European business, which has seen a strong recovery since the pandemic. With new categories, locations and countries opening up across the region in 2024 and an exciting pipeline, the appointment of Bente as Nordics CEO will allow us to strengthen our operations and be a more efficient organization."