

# House of Reach Reaches Norway

Stockholm (HedgeNordic) – Swedish fund distribution and marketing specialist House of Reach has announced the appointment of Knut Nordenhaug as Partner and Head of Norway. Nordenhaug is an experienced Chief Investment Officer, Chief Financial Officer and Board Member who has previously worked as the COO of Storebrand Asset Management, CIO and CFO of Gjensidige Foundation, CFO at Sparebank 1 Life Insurance, among others.



Knut Nordenhaug

“Today we are happy to announce that Knut Nordenhaug is joining the team as Partner and Head of Norway,” Johan Wahlman, the CEO of House of Reach, says in a LinkedIn post. “Norway is a key market for us and we are extremely happy to be able to attract such an experienced and well-known professional like Knut,” he adds. Nordenhaug will manage the Norwegian activities for the Swedish fund distribution specialist, which operates as a promotor, incubator and strategic advisor for investment funds.

“Knut Nordenhaug is a senior and experienced investment professional,” Peter Dahlgren (*pictured*), Managing Partner and founder of House of Reach, tells Realtid.se. The hiring of Nordenhaug “means House of Reach is taking the next step and builds on its strategic capacity to become a Nordic powerhouse for asset management,” Dahlgren also tells Realtid.se. With Nordenhaug joining the team, “we can build strategic plans and presence to cover the entire institutional market in the Nordic region,” he continues. “This also makes it very attractive for funds to work with us.”

“House of Reach aims to take down barriers of entry for talented managers and we have the know-how, resources and processes to achieve that,” Managing Partner Fredric Andersén says in the same LinkedIn post by House of Reach. In the same post, Dahlgren says that “the Nordic countries are core markets for talented alternative asset managers and the Nordic economies are in better shape than many other markets in the world.” He goes on to say that “our ambition is to build up value in the Nordic region for world-class players.”