

# Leaving Nordic Cross for Norron



Stockholm (HedgeNordic) – Sebastian Uddén, one of the partners and co-founders of Nordic Cross Asset Management, has joined Norron Asset Management as Head of Sales in Sweden. Uddén embarks on a new journey following five years since co-founding Stockholm-based Nordic Cross, which runs four hedge funds part of the Nordic Hedge Index.



Sebastian Uddén

“Five years ago, almost to the day, I, together with some colleagues from Catella Fonder, decided to launch Nordic Cross Asset Management. It has been a

fantastic, exciting, educational and challenging period with a nice result,” Uddén writes in a LinkedIn post. “Now is the time to develop and challenge myself further. Today marks the start of a new, extremely exciting time where I, together with a group of professional and determined colleagues, will be involved in taking Norron to the next level,” he continues. “A major focus will be to broaden the business and increase the presence among new and existing customers with ESG and active Nordic management at the top of the agenda. This is something I look forward to so much.”

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Uddén has been part of the finance industry since 2000 and has worked within sales and business development at various fund companies, institutions and third-party distributors in most asset classes such as equity, fixed income, hedge funds, private equity and real estate funds. From early 2001 to mid-2006, he was employed by Norwegian Odin Fonder’s Swedish branch in Stockholm and then joined Auda Alternative Solutions for a little more than three years. Uddén also worked as a senior sales manager at Catella Fonder for four and a half years before co-founding Nordic Cross Asset Management in 2016.

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“Sebastian’s background and expertise fit very well into our ambition to continue to grow in the Swedish market, both in the distribution and institutional space,” Norron’s CEO Alexander Zetterquist comments on Uddén joining Norron Asset Management. “We warmly welcome Sebastian to the team.”

Photo by Scott Graham on Unsplash