



Karin Rådström

*Executive Vice President
Head of Sales and Marketing
Scania*

Karin Rådström was appointed Executive Vice President and Head of Sales and Marketing in March 2019.

After graduating with a Master of Engineering in Industrial Management at Stockholm's Royal Institute of Technology, Karin Rådström joined Scania in 2004 as Management trainee. In November 2007 Karin became Group Manager of Product Information within Sales and Marketing.

In January 2012 Karin became Director of Fleet & Driver Services with global responsibility for the service portfolio of connected vehicles and driver services. She held that position until in November 2014 when she moved to Kenya for a position as Director for pre-sales and marketing communications for Scania East Africa, based in Nairobi.

Karin returned to Sweden in September 2016 and became Business developer for Buses and Coaches and member of the management team for Buses & Coaches. In November 2016 she was appointed Senior Vice President and Head of Scania Buses & Coaches.



Anna Carmo e Silva

Senior Vice President

Head of Scania Buses and Coaches

Anna Carmo e Silva was appointed Senior Vice President and Head of Buses & Coaches in August 2019.

After graduating with a Master of Science in Technology Management and Economics from Chalmers University of Technology in Gothenburg, Anna joined Scania in 2002 as a management trainee. In 2004, she became project manager and worked with market introductions and marketing communication projects.

In 2008, she joined Buses and Coaches at Scania as Product Manager for city and suburban buses in the Nordic markets with responsibility for volume and profitability. In 2011, Anna Carmo e Silva was appointed Head of Market Introductions and Sales Support where she headed a group with responsibility of sales support system. She also became a member of the management team of Scania Buses and Coaches.

Between 2014 and 2016, she held the position as Director, Product Management and Presales, with responsibility for the global Scania Bus and Coaches product portfolio. Anna Carmo e Silva was then appointed Acting Senior Vice President, Buses and Coaches, and responsible for strategy, product offer, marketing and sales activities and became a member of Group Management.

In 2017, she moved to Scania Sverige for a position as Director of Business Support. Anna Carmo e Silva remained in that position until appointed Senior Vice President, Scania Buses and Coaches, in August 2019.