

Press release

March 7, 2025

Telia Company appoints acting Head of Telia Norway

Morten Karlsen Sørby has been appointed acting Head of Telia Norway, effective March 17. He will lead the company's Norwegian operations until January 1, 2026, at the latest, when Bjørn Ivar Moen will take over as Head of Telia Norway [as previously announced](#).

Morten Karlsen Sørby has worked in the telecommunication industry for over 26 years, both in Norway and internationally. He was a member of Telenor Group's Corporate Executive Committee for 15 years, holding leadership roles for Telenor Asia and Telenor Nordic amongst others, before leaving the company in 2019.

Patrik Hofbauer, Telia Company President and CEO: "Morten has extensive international management experience in our industry, and I'm very pleased that he has agreed to lead our team in Norway until Bjørn Ivar joins us. I'm sure that he will contribute to developing Telia's competitiveness further, together with our local colleagues, for the benefit of all Telia's Norwegian customers."

Morten Karlsen Sørby: "I'm looking forward to joining Telia Norway. My priority will be getting to know colleagues and customers as quickly as possible. I'm excited to lead the business in Norway this year as we focus on the growth opportunities ahead."

In his acting role at Telia Norway, Morten Karlsen Sørby will report to Patrik Hofbauer.

[As previously announced](#), Stein-Erik Vellan, currently Head of Telia Norway, has decided to take on an opportunity outside the company.

NOTES TO EDITORS

For more information, contact Telia Company's press office on +46 (0)771 77 58 30, visit our [newsroom](#) and follow us on [LinkedIn](#). To download our logo, high-resolution images of Telia leaders, offices and solutions, or B-roll footage for editorial use, visit our [media bank](#).

ABOUT TELIA

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