



Helena Wedin

AVP and Head of ETF/ETP Europe

After completing her studies at Stockholm University, Helena began her career in the Treasury department at the municipality of Stockholm City in the team managing the liquidity planning as well as short- and long-term debt portfolio for the group and later also became responsible for implementation of a new finance risk and administrative system and process as well as for the team taking care of these processes.

In 1994 Helena joined OM (later Nasdaq) as a sales representative and trainer in derivatives theory to not only the retail community but also to professional advisors at large Swedish banks. She continued her career into business development with a specific focus on Nordic link co-operation and development for trading and clearing, market analysis and research and was promoted to VP of Marketing and Communication for the Technology division of OMX in 2001.

In 2006 she moved on to the Advisory department as a management consultant and Program manager and as such led Strategic Market Development projects in Eastern Europe, Central Asia, and Eastern Africa, working on and off-site as a consultant. The focus of the projects was to provide the Central Bank/CMA or equivalent supervisory organization with relevant market analysis and recommendations for strategic growth, while taking into consideration their local market prerequisites.

Since 2010 Helena has been responsible for building the ETP market, including sales and market development, in the Nordics which since 2012 have had an annual growth close to 20%. Helena is AVP and Head of ETF/ETP Europe and serves as a Council member in the Supervisory Council of the Baltic Exchanges.