

New chair of ecoDa: Sustainability is a prerequisite for European competitiveness



Brussels, March 31, 2021

The European Confederation of Directors' Associations (ecoDa) is proud to announce the election of Ms Leena Linnainmaa as its new chair.

Ms Leena Linnainmaa is Secretary General of Directors' Institute Finland (DIF). She is an expert on corporate governance, company law and securities market law as well as women's leadership issues. Prior to joining DIF in September 2019, Ms Linnainmaa was Deputy Chief Executive of Finland's Chamber of Commerce where she worked since 2000. Earlier, she gained more than ten years of experience in the banking sector.

As new chair, Ms Linnainmaa points to the main challenges ahead for ecoDa:

"As businesses suffer deeply from the Covid crisis and fight for their survival, it is important that Corporate Governance is a tool for their resilience and not an additional burden. Sustainability has become a core strategic issue for companies and a prerequisite for long-term competitiveness. ecoDa wishes to take up this subject through, in particular, its CG Dialogue to analyze the success factors for innovation and entrepreneurship."

Ms Linnainmaa is already well known in the European corporate governance community for having chaired the European Corporate Governance Codes Network. She is also Vice Chair of the Finnish Council of Regulatory Impact Analysis.

"With her profound experience from the business world, I am convinced that Leena Linnainmaa is well equipped to meet these challenges and help companies make sustainability a competitive advantage. I wish her the best of success as ecoDa chair", expressed Jan Wesseldijk, outgoing chairman of ecoDa.

Contacts:

Béatrice Richez-Baum, Director General, ecoDa:
contact@ecoda.org. Tel: 0032498502687

Notes to editors

About the European Confederation of Directors Associations

The European Confederation of Directors Associations (ecoDa) is a not-for-profit association founded in December 2004 under the laws of Belgium. Through its 22 national institutes of directors (the main national institutes existing in Europe), ecoDa represents approximately 55,000 board directors from across the EU. ecoDa's member organizations represent board directors from the largest public companies to the smallest private firms, both listed and unlisted.