

PRESS RELEASE

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EY announces the acquisition of the design and innovation firm Doberman

EY focuses on innovation, customer experience and digital design with leading design and innovation firm Doberman. The acquisition of Doberman will strengthen EY capabilities within transformation and innovation and introduce a customer experience center.

EY recognized customer experience and innovation are key ingredients for successful business transformation, which demands new ways of working, new capabilities and new collaborations. With dedication to leading this development, combining EY and Doberman capabilities will create a center of excellence for strategy, customer experience and digital design and innovation.

“Creativity is increasingly important for today’s businesses. Doberman’s resources and capabilities are adding to the existing EY skillset in the Nordics. We see this as uniting powers in a way that will strengthen our way of helping clients rethink their businesses through a customer experience mindset, says Jesper Almström, EY Nordics Regional Managing Partner.

In the Nordics there are approx. 1,000 EY Advisory consultants who provide consulting services within business transformation, strategy and technology to the private and public sector. Doberman helps companies innovate and design new and better services, and customer experiences. The acquisition strengthens EY capabilities in the customer experience design and innovation space significantly and will be able to provide further support to clients in their business transformations.

“Design has never been more imperative for how to truly change things. This is a big, but natural leap in Doberman’s quest to unleash our ambition and achieve monumental impact. As part of EY, we can radically scale our capability with access to a wealth of deep industry insights, world class strategy consulting capacity and an opportunity to leverage EY extensive global technology alliances, says Lisa Lindström, CEO and founder of Doberman.

In the Nordics there are today approx. 7,100 EY people. Doberman has approx. 100 employees in the offices in Stockholm and New York.

The closing of the deal is planned to take place in May 2020, subject to customary conditions.

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About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities

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About Doberman

Doberman is a design and innovation firm. Their capabilities range from strategy and transformation to user experience and technology. Partnering with bold organizations they innovate, design and deliver products, services and customer experiences that break through the noise.