

Keith R. McLoughlin

2010

Thinking of you
Electrolux

Keith R. McLoughlin, Executive Vice President of AB Electrolux, is COO of Electrolux and head of R&D, Purchasing and Manufacturing within Major Appliances.

McLoughlin is responsible for R&D, purchasing and manufacturing within the global major appliances operation. His objective with this global role is to enable Electrolux to leverage its global strength and reduce cost per unit and capital intensity. McLoughlin is a member of Group Management, reporting to the President and CEO Hans Stråberg.

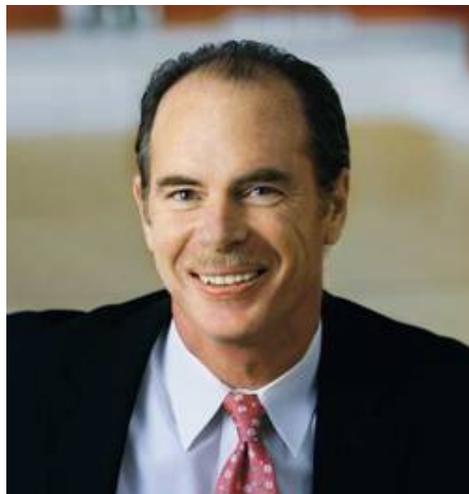
He joined Electrolux in March 2003 as head of Major Appliances North America, the Electrolux Group's business sector for white goods in the region. He also served as head of Major Appliances Latin America between 2004 and 2007.

Prior to joining Electrolux, McLoughlin was Vice President and General Manager of DuPont Nonwovens for DuPont Corporation. In his 22-year career with DuPont, he served in a number of senior management positions, leading consumer-branded businesses such as Tyvek, Corian and Stainmaster.

McLoughlin is a graduate of the United States Military Academy at West Point with a Bachelor of Science in engineering.

Learn more

If you would like to know more about Keith R. McLoughlin and Electrolux, visit www.electrolux.com or call our press hotline at +46 8 657 65 07.



Keith R. McLoughlin in brief

Chief Operations Officer Major Appliances,
Executive Vice President

B.S. Eng. In Group Management since 2003. Senior management positions with DuPont, USA, 1981–2003. Vice President and General Manager of DuPont Nonwovens, 2000–2003, and of DuPont Corian, 1997–2000. Joined Electrolux in 2003 as head of Major Appliances North America and Executive Vice President of AB Electrolux. Also head of Major Appliances Latin America, 2004–2007. Chief Operations Officer Major Appliances, 2009.

Board Member of Briggs & Stratton Corp.

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under esteemed brands such as Electrolux, AEG-Electrolux, Eureka and Frigidaire. In 2009, Electrolux had sales of SEK 109 billion and 51,000 employees.

AB ELECTROLUX (PUBL)

POSTAL ADDRESS
SE-105 45 STOCKHOLM
VISITING ADDRESS
S:T GÖRANSGATAN 143

PRESS HOTLINE
+46 8 657 65 07
TELEFAX
+46 8 738 74 61

INVESTOR RELATIONS
+46 8 738 60 03
WEB SITE
www.electrolux.com

E-MAIL ADDRESS
press@electrolux.com
REG.NO.
556009-4178