

## ERICSSON APPOINTS BINA CHAURASIA AS NEW SENIOR VP OF HR



Ericsson, Inc. has appointed [Bina Chaurasia](#) as the new Senior Vice President of Group Function Human Resources and Organization. Her position will come into effect November 15, 2010. With over 2 billion subscribers, Ericsson leads globally in providing technology and services to telecommunications operators, including specialty mobile networks. The company, founded as a telegraph equipment repair shop in 1876, is now a dominant force in the world of telephone exchange. Ericsson has had tremendous affect on its headquarter city of Stockholm, and operates in 150 other countries including the United States. Bina Chaurasia has over 15 years experience working in human resources. She has also worked in the IT and retail industries. Since 2007 she had been with with American multinational information technology corporation [Hewlett-Packard](#) as Vice President of Global Talent. Previous to her work at HP, Chaurasia was Vice President of Global Human Resources with clothing retailer [The Gap](#). President and CEO of Ericsson, Hans Vestberg, is pleased with the hire, "We are a knowledge-based company with people being our core asset. To maintain our leading position we have to attract, develop and retain the talent and Bina's experience will be key in this effort."

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