



Sigurd Melin and Douglas Hellström

Credit: NOAQ Flood Protection AB

## Douglas Hellström is the new CEO for NOAQ

**NOAQ Flood Protection AB in Näsvisken, Sweden, has appointed a new CEO. From the 1<sup>st</sup> of December 2024, it is Douglas Hellström who takes over the role from the company's founder Sigurd Melin.**

Douglas Hellström joined NOAQ in 2022 as Sales Manager. He was born and raised in Näsvisken and returned here after studies in Stockholm and the USA.

*“It is an incredible honor to take over as CEO of a company that has been built up over three decades with so much commitment, passion, and hard work” – says Douglas Hellström. “I have enormous respect for the work Sigurd has put in to take the company where it is today, and it is an honor to build on the strong foundation he has created.”*

*“It is our incredible team who are the engine at the company, and their daily efforts are what drives the business forward. With their competence and commitment together with our strong partners, both in Sweden and around the world, I feel confident about NOAQ's future and fulfilling our vision to create a more flood-resilient society globally.”*

# Press Release

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Sigurd Melin will continue to work in NOAQ, together with Douglas, but focus more on product development and other business development issues.

*“This project started in 1993, when I had an idea for a mobile flood barrier that could be anchored by only the floodwater itself” – says Sigurd Melin. “From the beginning the plan was to sell the idea to a company in the flood industry. However, when it turned out that there was no such industry, I had to step out of the role of inventor and start my own company. It took time to establish the business, but now it is going very well.”*

*“But after more than 30 years at the helm, it felt most responsible to have a generational change. And when I saw that one of our employees had exactly the qualities that you look for when looking for a new CEO, it was just a matter of timing. This meant that we could promote from within, rather than hire externally. So, with Douglas as CEO, I feel that I can safely hand over the operational responsibilities to someone who is probably better in that role than myself.”*

## About NOAQ

**NOAQ Flood Protection AB** is a Swedish impact company that develops and sells mobile flood protection solutions on the global market. The company has its headquarters in Näsvisken outside Hudiksvall, but its production takes place in southern Sweden and Denmark. Today, the NOAQ Flood Fighting System is present in more than 40 countries around the world through a network of authorized distributors and dealers.

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