Gender Equality committee
Svana Rebekka Róbertsdóttir
Sigríður Lovísa Jónsdóttir
Margrét Rut Jóhannsdóttir

Procurement committee
Egill Jóhannsson
Hólmar Ástvaldsson
Margrét Rut Jóhannsdóttir

Environmental committee
Aníta Ósk Jóhannsdóttir
Ormar Agnarsson
Baldur Bragi Eðvarðsson

Board
Jóhann Jóhannsson, Chairman
Egill Jóhannsson
Þorsteinn Arnórsson
Margrét Rut Jóhannsdóttir
Margrét Egilsdóttir

CEO
Egill Jóhannsson

Network security council
Egill Jóhannsson
Gísli Sævar Birgisson, Network security manager (Hardware)
Kristín Þórðardóttir, Network security manager (Software)
Úlfar Andri Jónasson, Network security manager (Syndis)
Jóhann Egilsson, Network specialist and consultant
Helena Sveinborg Jónsdóttir, Network specialist and consultant

Brimborg safety committee
Safety guard
oryggi@brimborg.is
Gunnlaugur Melsted
Safety representative
Óskar E. Aðalsteinsson
Safety committee
Svana Rebekka Róbertsdóttir
Margrét Rut Jóhannsdóttir

Veltir safety committee
Safety guard
oryggih8@veltir.is
Nína Kristbjörg Hjaltadóttir
Safety representative
Gylfi Ísarr Freyr Sigurðsson
Safety committee
Svana Rebekka Róbertsdóttir
Margrét Rut Jóhannsdóttir

Marketing & CS

Mazda, Opel, Citroën, Peugeot, Saga Car Rental
Marketing manager
Lilja Þorsteinsdóttir

Ford, Volvo og Polestar
Marketing manager
Ingigerður Einarsdóttir

MAX1, Vélaland, Brimborg, Brimborg Akureyri, Veltir
Marketing manager
Aníta Ósk Jóhanssdóttir

Customer service desk
Operation manager
Bjarki Kristjánsson

Network and security
Network manager
Gísli Sævar Birgisson

Graphic designer
Sigrún K. Árnadóttir

Business units – brands/dealerships (products and service)

Ford, Volvo, Polestar warehouse, cleaning
General and brand manager
Ríkarður Úlfarsson
Sales manager
Gísli Jón Bjarnason

Sales manager Volvo
Páll Ingi Magnússon
Sales manager Polestar
Hannes Finnsson
Sales manager Ford
Gísli Jón Bjarnason
After sales manager
Hjörtur Hafliðason

Opel, Citroën, Peugeot, Mazda
General and brand manager
Þórður Jónsson
Sales manager
Benný Ósk Harðardóttir

Sales manager Mazda
Benný Ósk Harðardóttir
Sales manager Opel, Citroën, Peugeot
Benný Ósk Harðardóttir
After sales manager
Kristinn Símon Sigurðsson

Saga Car Rental
Car Rental
General and brand manager
Anton Smári Rúnarsson

Operations manager
Sigurjón Ásgrímur Pálmason

Brimborg Akureyri
General manager
Jón Á. Þorvaldsson

Sales manager
Jón Á. Þorvaldsson

MAX1 - Vélaland
General and brand manager
Anton Smári Rúnarsson

Operation managers
Jóhann Kári Enoksson
Marís G. Marísson
Jón Sverrir Jónsson

Veltir, heavy commercial equipment
General and brand manager
Marteinn Jónsson

Sales managers
Ólafur Árnason
Jóhann Rúnar Ívarsson
Þórarinn Vilhjálmsson
After sales managers
Ingólfur Már Magnússon
Ingvar Karl Ingason

Functional coordination and support

Finance and IT
General manager
Hólmar Ástvaldsson
Assistant finance director/ Digital transformation
Helena Sveinborg Jónsd.

Human resources
General manager
Margrét R. Jóhannsdóttir

Real estate and development division
General manager
Egill Jóhannsson

brimborg

07.05.2026