

# Press Release

October 28, 2009

## **Skanska Taps Nicole Didda to lead U.S. Communications**

New York – Skanska USA Inc. announces today the appointment of Nicole Didda to the newly-created position of Vice President, Communications. Didda will be responsible for all internal and external U.S. communications and for the oversight of the combined USA Building and USA Civil communications teams. She will report to Tom Crane, who was recently named Chief HR and Communications Officer for Skanska USA Inc.

She brings to Skanska 20 years of corporate communications experience counseling companies such as Gap Inc., Charles Schwab, United Airlines, Fluor, Sunbeam and Oxford Health Plans. Didda's expertise includes reputation management, crisis communications, employee engagement, leadership communications, media training and organizational change.

Previously, she was a partner at organizational change consultancy Oliver Wyman Delta and she has also held senior positions at global public relations firms including Executive Vice President and General Manager of Edelman San Francisco.

Didda's position was created as part of the integration of Skanska's USA Building and USA Civil's human resources and communications functions into a shared services group that supports the company's "One Skanska" branding strategy across all U.S. operations.

"Nicole's breadth of experience will further strengthen our overall communications efforts, both internally with employees and externally in the communities and markets where we operate," Crane said. "Her fresh approach, combined with the talent we have currently, is sure to elevate the Skanska brand to the next level."

Didda is a graduate of Georgetown University and resides with her family in New Rochelle, N.Y.

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### **For further information please contact:**

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Skanska is one of the world's leading construction groups with expertise in construction, development of commercial and residential projects and public-private partnerships. In the United States, Skanska's three U.S. businesses include: Skanska USA Building, which specializes in building construction; Skanska USA Civil, which is focused on building civil infrastructure; and Skanska Infrastructure Development, which develops public-private partnerships. Skanska has also begun to pursue commercial development initiatives in some U.S. markets. The Skanska Group currently has 56,000 employees in selected home markets in Europe, in the U.S. and Latin America. Headquartered in Stockholm, Sweden, and listed on the Stockholm Stock Exchange, Skanska's sales in 2008 totaled \$22 billion.