

# Haypp Group appoints Gabriel De Prado as new CCO

**Haypp Group has appointed Gabriel De Prado as the new Chief Commercial Officer (CCO). Gabriel De Prado will take up his new position immediately.**

"Gabriel brings deep commercial knowledge and experience from the nicotine industry into his new role as our Chief Commercial Officer. Gabriel will be a key contributor to our future growth journey as we expand our geographical footprint as the leading online retailer of harm-reduced nicotine products. I am very pleased to have him on board for the new role", says Svante Andersson, COO & Deputy CEO.

Gabriel De Prado, currently Commercial Director Europe, and before that Chief Insights and Analytics Officer (CIAO), joined Haypp Group in 2020 and has extensive commercial experience in the nicotine and tobacco field. Before joining Haypp Group, Gabriel held positions in Latin America and Europe for British American Tobacco within Insights, Marketing and as Country Manager for Portugal, Andorra, Canary Islands and Gibraltar.

"Embracing a future of responsible nicotine choices, I am honoured to take the Chief Commercial Officer role for Haypp Group. My international nicotine background and consumer insights knowledge will be fundamental to achieving our geographical expansion goals as we focus on bringing healthier enjoyment to millions", says Gabriel De Prado, Haypp Groups' new CCO.

## Contacts

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### General inquiries

For general inquiries contact [info@hayppgroup.com](mailto:info@hayppgroup.com).

### Haypp in brief

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*The Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, our extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, we now fully take our vision to a global scale. With ten e-commerce brands, the Haypp Group is present in seven countries, where we served more than 790,000 active consumers in 2022. Haypp Group's e-commerce site collection includes, among others: <https://www.snusnetto.se/> and <https://www.snushjem.no/>.*

Press Release  
30 August 2023 15:00:00 CEST

# HAYPP GROUP

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## Image Attachments

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[Haypp Group 2023 New CCO Gabriel De Prado](#)

## Attachments

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