

SmartCraft welcomes Daniel Karlsen as EVP HVAC & Plumbing

Experienced SaaS growth executive has joined SmartCraft to lead the next phase of development in the HVAC & Plumbing business area.

SmartCraft is proud to announce that Daniel Karlsen has joined the company as Executive Vice President HVAC & Plumbing. Karlsen started full time in the role on 3 August 2026 and will lead SmartCraft's HVAC & Plumbing business area, with responsibility for strengthening customer value, accelerating commercial execution, and further developing the company's software portfolio for the segment.

Karlsen brings extensive experience from scaling software businesses, building commercial organizations, and supporting Nordic expansion. Most recently, he played a key role in the growth journey of Semine, a Norwegian-founded B2B fintech company, where he contributed to strengthening the company's position across the Nordic region, including expansion into Sweden and Finland.

In his new role, Karlsen will focus on building on the strong market position of business area HVAC & Plumbing and identifying opportunities for further growth in existing and new markets.

The appointment reflects SmartCraft's continued focus on HVAC & Plumbing as one of its strategic business areas, and on strengthening its position as a leading software provider to craftsmen and construction industries.

"Daniel brings strong commercial leadership, SaaS experience, and a proven ability to scale software businesses across markets. As we continue to develop our HVAC & Plumbing business area, his experience will be valuable in strengthening execution, developing our product portfolio, and creating long-term value for customers and shareholders," said Jeremias Jansson, CEO at SmartCraft.

"What attracted me to SmartCraft is the combination of strong market positions, deep industry expertise, and growth potential. I am excited to bring my experience in commercialization, scaling, and market expansion to SmartCraft and I see a clear opportunity to combine strong industry knowledge, leading products, and modern SaaS practices to deliver even more value to our customers.

Together with the talented teams across the business, I look forward to help strengthen SmartCraft's position in the HVAC & Plumbing market," said Daniel Karlsen, EVP HVAC & Plumbing at SmartCraft.

Contact

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About Us

SmartCraft is the leading Nordic provider of mission-critical SaaS solutions for small and medium-sized businesses in the construction industry, helping them improve productivity, margins, and resource efficiency. Today, the Group has more than 13,400 customers and 270 employees across Norway, Sweden, Finland, and the UK. SmartCraft was listed on the Oslo Stock Exchange in June 2021 and subsequently listed on Nasdaq Stockholm in 2026.

Image Attachments

Daniel Karlsen