

# VERTISEIT'S SUBSIDIARY GRASSFISH INITIATES RECRUITMENT OF NEW CEO

**Vertiseit AB announces that Ann Hjelte, CEO of the subsidiary Grassfish, will leave her position for a new external assignment. Ann Hjelte has been CEO of Grassfish since January 1, 2023, and will remain in her role and as part of Vertiseit's group management until September 30, 2024. The recruitment of a new CEO for Grassfish has been initiated.**

Ann Hjelte, CEO of Vertiseit's subsidiary Grassfish and part of the company's group management, has announced her wish to leave her position for a new external assignment. Ann Hjelte has been CEO of Grassfish since January 1, 2023, and was previously responsible for the integration of the acquired company MultiQ. During her time in the Vertiseit group, Ann Hjelte has significantly contributed to the company's strong development.

*"Ann has been a highly valued CEO for Grassfish. With her extensive experience and inclusive leadership, she has greatly contributed to the strong development and growth that the company has delivered. We wish Ann the best of luck in her new assignment",* comments Johan Lind, CEO of Vertiseit.

Vertiseit has initiated the recruitment process for a new CEO for Grassfish. For more information about the role, visit [Grassfish's career website](#).

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Redeye AB is the company's Certified Adviser

**ABOUT VERTISEIT**

*Vertiseit is a leading Digital In-store company offering the In-store Experience Management (IXM) SaaS platforms Grassfish and Dise. The platforms enable global brands and leading retailers to strengthen the customer experience by offering seamless customer journeys through connecting the physical and digital meeting. The company has around 150 employees in Sweden, Norway, Denmark, Austria, Germany and UK. During the period 2012-2023, Vertiseit performed an average profitable growth of recurring SaaS revenue (ARR) of 53 percent (CAGR). For the full year of 2023, the group's net revenue amounted to SEK 348 million, with an adjusted EBITDA margin of 17 percent. Since 2019, Vertiseit's B-share is listed on Nasdaq First North Growth Market.*

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[www.vertiseit.com](http://www.vertiseit.com)**ATTACHMENTS**[Vertiseit's subsidiary Grassfish initiates recruitment of new CEO](#)