

Nepa appoints Robert Beatus as Chief Product Officer and announces leadership changes

Nepa continues its focus on product development and appoints the Head of R&D, Robert Beatus, as Chief Product Officer (CPO), effective as of September 4, 2023. Niclas Öhman, Head of Marketing Science and former CPO, steps down from his current position and transitions into a Senior Advisor role.

Robert's elevation to the position of CPO is a testament to his instrumental role in shaping and expanding Nepa's product offerings. With a track record spanning 8 years at the company, most recently as the Head of R&D, Robert has been at the forefront of fostering innovation and refining the product strategy. Last year, he was awarded the ESOMAR's Insight250 award.

At the same time, Niclas Öhman, Head of Marketing Science and former CPO, has decided to step down from his current position in order to embark on a long-held personal aspiration, but will continue to serve as a Senior Advisor and provide his support in client deliveries until the end of May 2024.

Henceforth, the Marketing Science department will be structured under the newly appointed interim COO, Anders Dahl.

"I am delighted to welcome Robert to the Group Management team as our CPO. This strategic appointment represents a natural progression that aligns perfectly with Nepa's overarching objectives. Robert's deep expertise within market research, coupled with his strategic acumen, is positioned to significantly enhance our market presence. Simultaneously, I want to thank Niclas for his remarkable and indescribable contributions to the company. As he transitions into his new role as a Senior Advisor, I hold firm belief that his invaluable insights and extensive knowledge will continue to enrich our initiatives," says interim CEO Ferry Wolswinkel.

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About Nepa

Nepa, a leader in Brand Experience and Marketing Optimization, helps some of the world's most reputable brands drive growth through data. This is achieved by combining first-class research, cutting-edge technology, deep expertise, and innovative solutions. Headquartered in Stockholm, Sweden, with offices in Norway, Finland, Denmark, UK, USA and India, the company is listed on the Nasdaq First North Growth Market and has been publicly traded since 2016.

Redeye AB is Nepa's Certified Adviser. Full contact details are available at nepa.com/investor-relations.

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Attachments

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