

Anders Lif accelerates sales and marketing at Enersize

Enersize Oyj ("Enersize" or "the Company") announces today that Anders Lif will take over the role of Head of Sales and Marketing with immediate effect. Anders has been working with the Company's sales and marketing strategy for a couple of months and therefore has a good insight into the Company's direction. It is therefore logical to have Anders take on the role of Head of Sales and Marketing as the Company now accelerates its strategy towards recurring revenues from software licenses and scalable internationalization through a strengthened partner network.

CEO, Anders Sjögren, hands over the role of Head of Sales and Marketing to Anders Lif after a very good collaboration for just over two months, where Anders, as a consultant on a time-limited assignment, shed light on the Company's sales and marketing work. In collaboration with the organization, Anders has developed a strategy to adapt product packaging, pricing and partner model to Enersize's long-term goals—to build recurring revenue based on software and expertise for strategic energy optimization of industrial compressed air.

Anders has a master's degree in engineering physics and has for more than 20 years held global leadership roles in the automation and IT industry — primarily at Siemens, IFS and Unit4. With a focus on international business development, Anders has worked with sales and marketing on all continents, had direct reporting staff in more than ten countries and a seat in the global management team at both IFS and Unit4.

Anders' original, time-limited consultancy agreement to review Enersize's sales and marketing operations has been terminated and replaced with a contract which means he will take on the role of Head of Sales and Marketing. This contract is not time-limited and will operate via an agreement with Redbellytrout AB, Anders' own Company.

"Working with the globalization of Enersize is a fantastic opportunity as we have now built the core of services and expertise. There is great potential in the industrial energy efficiency which Enersize enables and it feels really motivating to be able to work with sustainable development.", says Anders.

"So far, our revenue has come from a fairly wide range of services linked to energy efficiency. We are now reengineering the business to focus on the development of our world class software and on recurring revenue. I am happy to work with Anders Lif in this change journey and on our long-term strategy. ", says Anders Sjögren, CEO of Enersize.

For more information about Enersize, please contact:

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About Enersize

With its proprietary patent-pending automated software Enersize can provide 10-50% energy savings in industrial compressed air systems. **Enersize Q+ Foundation** SaaS includes software for instant scrutiny of a compressed air system, leakage management, and continuous measuring and monitoring. The Company's cloud software saves energy and CO2 emissions and has a very short payback time. The company has more than 4000 customers worldwide. 10% of the industry's electricity consumption is used to produce compressed air, corresponding to about 2% of the world's total electricity consumption. The company is headquartered in Lund and the corporation includes companies in Finland and China.

The company is listed on Nasdaq Stockholm First North Growth Market under the ticker: ENERS.
<https://enersize.com>

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Image Attachments

[Anders Lif](#)

Attachments

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