

## Marianne Boström and Jonas Björk to join Acast senior management team

**Acast, the world's leading independent podcast company, today announces changes in the company's senior management as of January 1st 2022.**

Marianne Boström has been appointed Chief People Officer - a pivotal role for the business as it continues to grow - and will see her focus on employees, culture and leadership matters. In addition, and as previously announced, Jonas Björk has been appointed as the new Chief Technology Officer. Both will become part of the senior leadership team - effective from 1 January 2022.

In another senior move for the business, Georgina Holt, the current Managing Director for UK+ will relocate to the US to take on the role of Managing Director, Americas. The UK is currently Acast's most prominent market in terms of revenue and market share. Georgina has been promoted into this key US role as Acast seeks to build on its 2021 success in the region - which saw an accelerated net sales growth of 111% in Q3. Georgina starts her new role on 1 January 2022.

"As we look to 2022 we want to ensure we capitalize on the great success Acast has seen this year. With the promotions of Georgina, Marianne and Jonas we are continuing to build a formidable team of executives. Their wide breadth of expertise and experience will allow us to not only deliver for our many thousands of podcasters and the advertisers we work with, but ensure our people and our culture continues to thrive under them. I am very much looking forward to a new year of growth and development", **said Acast CEO Ross Adams.**

### For more information

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## About Acast

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Acast was founded in 2014 and is one of the most eminent podcast platforms, and a pioneer in the open podcast ecosystem, connecting all podcasting stakeholders to one common software infrastructure. Through its infrastructure, Acast allows advertisers to efficiently target an engaged audience of listeners through dynamic ad insertion, while podcasters are given access to a range of monetization opportunities and the necessary tools to expand their listener base. The company has a global footprint across 12 countries and, during 2020, had approximately three billion listens on Acast-connected podcasts. Today, Acast hosts more than 30,000 shows. Acast's headquarters are located in Stockholm, Sweden and the Company has nine local subsidiaries including UK, US, Australia, Norway, France, Germany, Ireland, Mexico and Canada. In recent years, Acast has undergone an expansion with continued strong growth, with net sales increasing from SEK 180 million in 2018 to SEK 592 million in 2020. As a result of Acast's recent growth initiatives, the number of listens grew from approximately one billion (2018) to three billion (2020). In the third quarter of 2021, Acast had 891 million listens and an organic net sales growth of 89% (versus Q3 2020). Acast was co-founded by Johan Billgren, its current Chief Innovation Officer, and is listed on the Nasdaq First North Premier Growth Market. Certified Adviser is FNCA Sweden AB, [info@fnca.se](mailto:info@fnca.se), +46 (0) 8528 00 399.

## Attachments

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[Marianne Boström and Jonas Björk to join Acast senior management team](#)