



Press Release
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Net Insight announces changes to Executive Management team

Stockholm, Sweden – To strengthen the commercial functions and further reinforce the growth focus, Net Insight announces changes to the structure and a new Executive Management team.

Net Insight's strategy is to increase focus on and growing the core Media Networks business. In line with this, the company will change structure and strengthen the Executive Management team.

The Executive Management team will be expanded with a new role responsible for global sales and marketing. Recruitment for this role is ongoing. A new COO (Chief Operating Officer) role with responsibility for R&D, sourcing and customer delivery will be part of the Executive Management team. In addition, the CTO (Chief Technology Officer) and VP Product Management roles will also be part of the new management team.

"With the new and strengthened Executive Management team, I am confident that we can further accelerate our commercial activities and increase our operational execution capacity," says Crister Fritzson, CEO of Net Insight.

The Resource Optimization (ScheduALL) business will continue to be run as a standalone unit.

As a result of the changes, the Executive Management team will from June 1st consist of: Crister Fritzson, CEO; Pelle Bourn, CFO; Katarina Dufvenmark, VP People; Marcus Sandberg, VP Corporate Development & Communication; Ulrik Rohne, COO, also acting as VP Sales & Marketing as well as VP Product Management; Per Lindgren, CTO and Ken Graham, VP Resource Optimization.

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About Net Insight

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Net Insight is a global leader in media networks and resource optimization. With more than 20 years' experience, Net Insight is a trusted and important partner and a leading force in the media tech industry in creating a better media experience.

Net Insight is powering the evolving media business in a connected world where technology enables seamless meetings between producers, distributors and consumers of content – regardless of geographical location, technical resources or distribution network. With its deep market knowledge and insight, genuine customer focus and world-leading innovative technology, Net Insight makes it easier to create and deliver better content in a more reliable and effective way. Net Insight is driven by the idea that everything can always be done smarter, for both its customers and their customers.

More than 500 world-class customers run mission-critical media services using Net Insight's solutions in more than 70 countries worldwide. Net Insight is listed on Nasdaq Stockholm.

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