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Better Collective appoints Petra Zackrisson as SVP of Growth

In its mission to become the world's leading digital sports media group, Better Collective, has hired Petra Zackrisson to assume the role as Senior Vice President of Growth. With this hire, Better Collective strengthens its ambition to further scale the business and accelerate its presence in emerging markets.

Petra brings with her a range of valuable insights and learnings from the industry; most recently from her role as Chief Strategy and Business Development Officer at KaizenGaming. Prior to joining KaizenGaming, Petra held various leadership positions at the Betsson Group, and before joining the iGaming industry in 2013, Petra worked in management consulting, specializing in international business development and strategy development across industries.

Petra has helped many organizations build solid foundations for international growth in terms of products, strategy as well as operations, and at Better Collective she will take on the role as SVP of Growth. Petra will be tasked with fueling local awareness while growing and developing the Better Collective Group globally, with a particular focus on emerging markets. Assuming this role of responsibility, a focal task will also be for Petra to expand Better Collective's presence and representation through strategic events. During the past five months, Petra has been supporting and advising Better Collective as an external consultant, and on January 9, 2023 she will start her work as SVP of Growth out of Better Collective's office in Stockholm.

Christian Kirk Rasmussen, Co-founder & COO of Better Collective: "I am pleased to welcome Petra to our management team where her focus will be on how to further scale our business. Roughly six months ago, we signed Petra as a full-time external consultant for Better Collective, so she already has a deep understanding of our operations and objectives. There is no doubt that Petra's expertise on how to drive growth and implement organizational change will become valuable to Better Collective.

Petra Zackrisson: "I am excited about this new opportunity and I look forward to joining the team at this stage of the group's amazing growth journey. Scaling globally while supporting Better Collective in transforming its business to secure long-term sustainable performance are the type of challenges I excel at and am passionate about. As a senior leader I find it important to bring in the diversity angle in my work. I look forward to continue to raise awareness and make incremental changes so that Better Collective can become an even more diverse, profitable and sustainable business"

Contacts

Investor Relations: Mikkel Munch Jacobsgaard
+45 2122 2107, investor@bettercollective.com

Media contact: Amalie Maglehøj
press@bettercollective.com

About Better Collective

Better Collective is a digital sports media group providing sports media and communities that empower and enhance the sports experience for sports fans. Aiming to make sports and esports entertainment more engaging and fun, Better Collective offers a range of editorial content, data insights, betting tips, communities and educational tools. Its portfolio of sports media include [VegasInsider.com](https://vegasinsider.com), [HLTV.org](https://hltelevision.org), [FUTBIN.com](https://futbin.com), bettingexpert.com, and [Action Network](https://actionnetwork.com). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at bettercollective.com.

Image Attachments

Petra

Attachments

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