



Net Insight appoints VP Product Management

Stockholm, Sweden – Net Insight today announced the appointment of Christer Bohm as Vice President Product Management. Prior to taking on his new role, Christer was business developer and former CTO, he is also co-founder of Net Insight.

Christer Bohm joins the Executive Management team and will assume the position as of today. Christer has over 20 years of experience in leadership and technology roles in media, telecom and datacom. As VP Product Management he will be responsible for Net Insight's product strategy, roadmap, implementation and overall success of the Nimbra and Aperi product portfolios in the market.

"Christer's long and broad experience will strengthen both our Executive Management team as well as Net Insight's market position, I look forward to working closely with Christer in his new role," said Crister Fritzson, CEO of Net Insight. "With this appointment I have now established the new leadership team in line with our goal to set the internal foundation in the Net Insight journey."

For further information, please contact:

Crister Fritzson, CEO of Net Insight AB, +46 8 685 04 00, crister.fritzson@netinsight.net

About Net Insight

Net Insight (Nasdaq: NETI B) is defining new ways to deliver media, opening up opportunities for content owners, broadcasters, production companies, service providers and enterprises to produce and deliver the future of live sport, news and online content. The company is driving the transformation to IP, virtualization and cloud workflows and has built the market's most open and cloud-ready media delivery platform for contribution, distribution, live production, and orchestration.

For over 20 years the world's leading media brands have trusted Net Insight and the company is recognized for having set the benchmark for media transport. Now Net Insight is combining its broadcast heritage and R&D expertise with the deep IP knowledge gained from developing its own streaming solution to evolve Nimbra, its Emmy® Award winning video transport solution, for

the new media era. With a strong vision for the future of IP and cloud, Net Insight is helping the world's leading media brands to simply and cost-effectively produce and deliver content to viewers anywhere.

Net Insight also offers ScheduALL, a software solution for intelligent resource planning and optimization

For more information, please visit netinsight.net

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Image Attachments

[Christer Bohm](#)

Attachments

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