

Elin Lundström appointed Deputy CEO of Upsales Technology

Elin Lundström has been appointed Deputy CEO of Upsales Technology today. She will continue to hold her position as Chief Financial Officer.

Elin Lundström has been Chief Financial Officer at Upsales since 2017 and holds a B.Sc. degree in Business and Economics from Stockholm School of Economics.

Daniel Wikberg, Upsales' CEO & Founder comments:

I'm pleased to announce that Elin Lundström has been appointed Deputy CEO for Upsales. Alongside her new responsibilities, she will continue having the role as CFO. Elin has been with the company since 2017 and has a deep understanding of all aspects of our business. As Deputy CEO, she will have a key role in helping me drive the strategic initiatives necessary for the long-term growth of Upsales.

I am very excited about the future of this company and remain committed to my role as CEO.

Contacts

CEO Daniel Wikberg: +46 8-505 806 00

CFO Elin Lundström: +46 8-505 806 00

ir@upsales.com

About Us

Upsales is a software company that helps sales organisations find new customers and increase sales. The software is sold as a subscription and the target market is small and medium sized B2B companies.

Upsales Technology AB (publ) is a public company listed on the Nasdaq First North Growth Market. The Company's Certified Adviser is Carnegie Investment Bank AB (publ).

Attachments

[Elin Lundström appointed Deputy CEO of Upsales Technology](#)