

Nepa appoints Morten Flamand as new VP Sales to accelerate international growth

Stockholm, Sweden – 2026-06-01. Nepa, a leading company in brand development and marketing optimization, today announces the appointment of Morten Flamand as VP Sales. In this role, he will be responsible for strengthening Nepa’s commercial strategy and driving growth across both new and existing markets.

Flamand joins Nepa with more than two decades of experience from senior positions at leading brands, agencies and platforms. Most recently, he has served as CEO of EssenceMediacom Sweden, following earlier leadership roles as Sales & Digital Director at TUI, Sales Operations Manager and Industry Manager at Google, and Managing Director Nordics at iProspect, among others. At EssenceMediacom, he has been focused on driving new business and extending existing client contracts with mid- and large-sized clients, as well as building strong, long-term commercial partnerships.

"I've been impressed by Nepa for quite some time as a trusted, strategic and data-driven partner," says Morten Flamand, incoming VP Sales at Nepa. "Nepa already has a strong position in the Swedish and Nordic markets, but there is clear potential for further growth here and internationally. In a highly competitive and fast-changing industry, my first priority will be to help clients navigate with clear, data-driven strategies – working closely with our teams and clients in an atmosphere of tight collaboration, trust and transparency."

In his new role, Flamand will focus on aligning commercial strategy and go to market across markets, strengthening collaboration with key partners, and scaling Nepa's offering within brand tracking, marketing mix modelling and campaign measurement toward both global and regional clients.

"We are very happy to welcome Morten to Nepa," says Anders Dahl, CEO at Nepa. "He brings a rare combination of leadership experience from agencies, platforms and advertisers – and a proven track record of turning insight and technology into growth. With his background in data-driven marketing, new business development and international sales organisations, he will be a key driver as we continue to scale our solutions and strengthen our position in the fast-growing market for marketing effectiveness and brand experience."

Flamand's appointment supports Nepa's ambition to help leading, growth-oriented consumer brands across industries in both the Nordic and global markets make better, data-driven decisions. By combining modern research, advanced analytics and hands-on advisory, Nepa enables clients to link their marketing investments directly to commercial impact and sustainable growth.

About Nepa

Nepa is a leading company within brand development and marketing optimization. By combining modern research with cutting-edge technology, deep expertise and innovative solutions, Nepa helps some of the world's most well-known brands create growth through data. Headquartered in Stockholm, Sweden, with offices in Norway, Finland, Denmark, the UK, the US and India, Nepa supports companies in more than 50 countries. The company has been listed on the Nasdaq First North Growth Market since 2016.

For further information, please contact:

Ulrika Berg, Marketing Director, Nepa

Phone: +46 72 568 77 08

Email: ulrika.berg@nepa.com

Image Attachments

[DSC 8298](#)

[DSC 8242](#)

[DSC 8225](#)

Attachments

[Nepa appoints Morten Flamand as new VP Sales to accelerate international growth](#)