

Nepa appoints media industry leader Andrea Sahlgren as VP Sales

Stockholm, Sweden 2026-10-19. Nepa, a leading company in brand development and marketing optimization, today announces the appointment of Andrea Sahlgren as VP Sales. She will lead Nepa's sales organization, including account management and new business, with a focus on developing client relationships, strengthening strategic partnerships and helping brands turn consumer understanding into measurable growth.

Sahlgren joins Nepa with more than 20 years of senior commercial and leadership experience from the media, entertainment and streaming industries. She most recently comes from BBC Studios, following senior roles at Paramount Global, formerly Viacom, where she was Senior Vice President and General Manager Nordic, and at Viaplay Group, where she held roles including SVP Head of Ad TV and AVOD, Senior Vice President Partnerships UK and Vice President Viaplay International. Her experience gives her a strong understanding of how changing consumer behavior can translate into stronger brand relevance, improved marketing effectiveness, and measurable growth.

"I've spent much of my career working with how audiences choose, engage with and value content across platforms," says Andrea Sahlgren. "What excites me about Nepa is the ability to connect human understanding with advanced analytics and help clients turn insight into action, from building stronger brands to improving marketing effectiveness."

"We are very happy to welcome Andrea to Nepa," says Anders Dahl, CEO at Nepa. "She brings commercial leadership, partnership experience and a strong understanding of audiences, brands and digital change. That experience will be valuable as we strengthen Nepa's position as a strategic partner for brand development, marketing optimization and consumer insight."

Sahlgren starts her role in early November.

About Nepa

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

For further information, please contact

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Image Attachments

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