



Net Insight reorganizes and strengthens the management team

Stockholm, Sweden – Net Insight accelerates the development pace in media and continues the offensive investment in 5G sync. The company is strengthening the management team, consolidating R&D, and appointing a new CTO group focusing on long-term technological development and working closely with strategic customers. Which supports the strategic direction of future-proofing the company's technology, but also increases visibility on the market and with customers.

Net Insight's management team is expanded with a new role, VP R&D, and creates a new entity responsible for all product lines, the development group in the USA is integrated with the R&D organization in Stockholm, Sweden. And former Director Development Mats Herolf becomes responsible for that unit.

The company also appoints a new CTO group for Media, which Ulrik Rohne will be responsible for, and Per Lindgren takes the role as Group CTO and Head of Sync.

"I am very pleased with our continued development of attractive global products in media and 5G sync, and now we are strengthening the organization to accelerate it further," says Crister Fritzson, CEO of Net Insight. "By gathering all development under the new role of VP R&D and appointing a new CTO group, we are creating opportunities for a strong market position and innovation capabilities in the longer term."

As a result of the changes, the Executive Management team will from September 8th consist of Crister Fritzson, CEO; Joakim Schedvins, CFO; Mårten Blixt, CCO; Christer Bohm, VP Product Management; Mats Herolf, VP R&D; Per Lindgren, Group CTO and Head of Sync, and Ulrik Rohne, CTO Media.

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About Net Insight

Net Insight (Nasdaq: NETI B) provides the highest performing, most available video transport, and media cloud technology for content providers as the industry standard for flexibility and service across live contribution, distribution, and remote production media workflows.

For over 25 years, the world's leading content owners, broadcasters, production companies, service providers, and enterprises have trusted Net Insight's Emmy® Award-winning Nimbra technology to guarantee media delivery. Net Insight partners with hundreds of customers in over 70 countries to ensure media flows across managed and unmanaged IP networks and the cloud – from anywhere to everywhere. It enables customers to get the best from any mix of virtualized, cloud, and IP technology. It is all the major industry standards, protocols, and clouds.

For more information, please visit netinsight.net.

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Image Attachments

[Mats Herolf Net Insight](#)

[Per Lindgren Net Insight](#)

[Ulrik Rohne Net Insight](#)

Attachments

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