

Christian Nyberg joins Upsales as Chief Revenue Officer

Upsales strengthen sales leadership in the management team

Christian Nyberg will join Upsales **on August 7th** as Chief Revenue Officer (CRO), with the overall responsibility of managing and scaling the sales organisation. Mr Nyberg has a strong sales management background from software companies such as Salesforce and MongoDB and holds a M. Sc. degree in Finance from Stockholm School of Economics. Mr Nyberg has acquired 100,000 warrants in Upsales as a part of his decision to join the company.

Christian Nyberg comments:

I am excited about the opportunity to lead the sales efforts of a profitable and organically grown Swedish company. In a market dominated by a few large multi-national companies, Upsales is an entrepreneur-led company with a strong standing in the Scandinavian market. I look forward to untapping the massive potential I see in the company and to contribute to an accelerated profitable growth.

Daniel Wikberg, Upsales' CEO & Founder comments:

We are happy to welcome Christian to Upsales. At Upsales, we have an ambitious growth plan for the coming years, and Christian will play a crucial role in leading the sales team. One of the main reasons Upsales has been able to grow with profitability has been our high standards regarding sales effectiveness and cost-of-sales. Christians' background and experience are precisely what Upsales needs to continue growing revenue effectively.

Contacts

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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 Erik Penser Bank.

Attachments

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