



## Changes to Net Insight's executive management

**Stockholm, Sweden** –Net Insight today announces that Larissa Görner-Meeus has assumed the role as Chief Product Officer and member of the executive management team. At the same time, Ulrik Rohne will take on a new commercial role within the company and thereby leave the executive management team.

### **Larissa Görner-Meeus joins as Chief Product Officer**

As previously announced, Net Insight has appointed Larissa Görner-Meeus as Chief Product Officer. As of today, 4 May 2026, she has joined the company and assumed her position as a member of Net Insight's executive management team.

Larissa Görner-Meeus is a senior technology and product executive with more than 15 years of experience in media and broadcast technology. She holds a Dipl-Ing. in Electrical Engineering and an MBA from Munich University of Applied Sciences, and brings a strong track record in product innovation, digital transformation, and the evolution of live media workflows. Notable previous positions include Chief Technology Officer at Proximus Media House and Senior Director of Product Management, AMPP & Cloud at Grass Valley. Larissa also previously held product leadership roles at Net Insight from 2016 to 2019.

"I'm delighted to welcome Larissa as our new Chief Product Officer. She brings a rare combination of commercial product leadership, technical expertise, and a strong commitment to the broader media technology community. Larissa is a recognized leader in the industry with a proven track record of driving transformation and innovation. We are excited to welcome her to the team as we continue to innovate and invest in the future of media," says Andreas Eriksson, CEO of Net Insight.

### **Ulrik Rohne assumes the role of VP Strategic Account Development & Customer Success**

Ulrik Rohne assumes the role of VP Strategic Account Development & Customer Success, reporting to the CCO. In this capacity, he will continue to be an important contributor to the company, drawing on his deep industry knowledge and the trust he has built with Net Insight's customers to strengthen and develop the company's strategic accounts. As part of these changes, and in connection with Larissa Görner-Meeus assuming the role of Chief Product Officer, Ulrik Rohne will leave Net Insight's executive management team.

"I want to extend my sincere gratitude to Ulrik for his dedication and the important role he has played in our executive management team during this period. I am pleased that Ulrik will continue to be a valued part of Net Insight, and I look forward to seeing him drive results in his new role," says Andreas Eriksson, CEO of Net Insight.

**For further information, please contact:**

Andreas Eriksson, CEO of Net Insight AB, +46 8 685 04 00, [andreas.eriksson@netinsight.net](mailto:andreas.eriksson@netinsight.net)

**About Net Insight**

*Net Insight (Nasdaq: NETI B) provides the highest performing, most open 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. Today, Net Insight partners with hundreds of customers in over 85 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 and is the only platform to support all the major industry standards, protocols and clouds.*

*Net Insight also provides time synchronization for 5G and other critical networks. The innovative Zyntai solution improves network resilience, and reduces costs and deployment time.*

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