

Westpay AB appoints Jeanette Svedjeholm as new Chief Sales Officer

Westpay AB, a leading fintech provider of transaction and payment solutions, strengthens the team by appointing Jeanette Svedjeholm as new Chief Sales Officer, CSO. Jeanette has a long and successful track record from revenue growth in SaaS businesses. Most recently she held the position as Head of Sales at Symplify, a global company with business in Europe and North America.

– I am thrilled to have joined Westpay. Having a strong product offering with very satisfied customers, Westpay has all the ingredients for growth. The company is also on a transformation journey towards becoming a true SaaS company. But what also impressed me was the culture and the spirit surrounding Westpay as a company. Innovation and a strong sense of togetherness suits me perfectly. With my background and experience, I have a large toolbox that will support Westpay taking the next step within sales execution and revenue growth, says Jeanette Svedjeholm, CSO Westpay AB.

Westpay provides the payment infrastructure required for merchant payments. Westpay has a full-service offering that enables all the features expected in a modern payment solution. Its proven in-store concept is aligned with a powerful e-commerce solution that lets the customer consume the best of two worlds. Westpay works with a broad range of resellers and end customers within various verticals, such as retail, hotels, restaurants, and other parts of the hospitality sector.

– I am truly glad Jeanette joins the great team at Westpay. She will, thanks to her extensive SaaS and sales experience, play an important role in taking Westpay to the next level. We will be able to scale up our ability to reach new customers and, simultaneously, continue to give our existing customers and partners a world-class service. Jeanette will be an important member of my executive management team where I know she will contribute and help us forward, says Sten Karlsson, CEO Westpay AB.

Jeanette Svedjeholm started her new job at Westpay on March 1, 2023.

For additional information, please contact:

Sten Karlsson, CEO Westpay AB
Mobile: +46 70-555 6065
Email: sten.karlsson@westpay.se

Redeye AB is the company's Certified Adviser.

About Westpay

Westpay is a full-service Fintech- and Payment Solution Provider that offers solutions that simplify payments and amplifies the overall customer experience. If you represent a restaurant, hotel, store, in-store, or e-commerce, and looking for a payment solution that adds value, we can help you all the way. The company is represented globally, headquartered in Stockholm, Sweden and is listed on Nasdaq First North Growth Market.

Learn more at: westpay.se

Attachments

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