

Precise appoints Joakim Nydemark to EVP and CCO Algo

The Board of Directors of Precise has appointed Joakim Nydemark to EVP and CCO Algo for Precise. Joakim comes most recently from the tech company Crunchfish and the role as COO and CEO of the subsidiary Crunchfish Gesture Interaction AB. Joakim Nydemark succeeds Fredrik Sjöholm, who has been appointed as CEO of another company.

In addition to Crunchfish, Joakim Nydemark has extensive experience from senior management positions at small and medium-sized technology companies such as Anoto, TAT AB and Teleca /Obigo. Joakim Nydemark is a board member in Crunchfish Digital Cash AB and has an MSc in Electrical Engineering from Lund University.

"We have a clear growth strategy within Algo where we support our partners to win deals in the mobile segment and support new sensor vendors, while also exploring new verticals and new types of sensors for our algorithms. With extensive experience from senior management positions at innovative technology companies, Joakim is the right person to be leading this work." says Patrick Höjjer, CEO of Precise.

"Precise has a strong offer in identification software and a technological know-how that is embedded throughout the organization. This has enabled a strong position in fingerprint technology for mobile phones and also creates many exciting new opportunities in biometric use in the future. I am very much looking forward to working with the colleagues in Precise to create growth and value in both existing and new business segments." says Joakim Nydemark incoming EVP and CCO Algo for Precise.

Joakim Nydemark will assume his position no later than June 1, 2023.

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About Us

Precise Biometrics AB (publ) ("Precise") is a global supplier of identification software. The company offers products in various areas of application that enable users – using their own biometrics – to identify themselves in a convenient and secure way. Precise has two business areas; Digital Identity and Algo, and operates out of its offices in Lund, Sweden, Potsdam NY, USA and Shanghai, China. The Precise share is listed at Nasdaq Stockholm (PREC). For more information, please visit www.precisebiometrics.com