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THRASIO CO-FOUNDER JOHN HEFTER JOINS AMAZON OPERATOR - GO NORTH

Go North's sharpens it's line up with a big name signing.

Now it's official; John Hefter joins the Swedish based Amazon operator Go North. The onboarding of the American e-commerce superstar signals Go North's commitment to become Europe's leading Amazon Operator.



Johan Hallenby, CEO/Founder, Go North and John Hefter, Executive Board Director and Senior Strategic Advisor

"The moment I crossed the threshold at the Go North HQ, I could sense that I was immersed in a great culture. The spectacle of highly talented people working together in an enthusiastic and humble environment is always something special. Moreover, it is extremely rare. I am honored to be able to share my industry experience with this great team and am relishing the opportunity to experience the positive energy and sense of family that embodies Go North" says, John Hefter.

The co-founder and former SVP at Thrasio needs no further introduction in the FBA-community. For the general public, the 44-year-old Boston resident is an e-commerce legend, part of the founding team behind the FBA-success Thrasio - the pioneer Amazon operator.

"We are so pleased to have John onboard. His experience, knowledge and network are close to priceless for Go North's journey ahead. In addition, John is a terrific person who matches the Go North corporate culture and we are absolutely thrilled with excitement about what the future holds with John in the team full time. This is a dream come true," says Johan Hallenby, CEO/Founder, Go North.

At Thrasio, Hefter fathered "Angry Orange". A mega hot brand which increased revenue eightfold to \$16.5 million and helped the company reach a 3.7 billion-dollar valuation in the record time of under two years. Hefter's legacy is also associated with growing the Thrasio portfolio to well over 200 brands.

“With John onboard we now have a great opportunity to learn from the best and help ensure Go North doesn’t make the same mistakes as many first movers in this space,” Scott Henshaw, COO Go North.

Hefter joins Go North as Executive Board Director and Senior Strategic Advisor and will take an active part in the board. *“I really look forward to working alongside John. His vast Amazon experience will be a great asset for Go North,”* says Alexander Hars, Chairman of the Board.



John Hefter in front of the Go North team in Gothenburg Sweden

About Go North:

Go North is Northern Europe’s Amazon Operator, acquiring and scaling FBA brands. We offer sellers a fair valuation when exiting their businesses, and investors the opportunity to invest in a portfolio of Amazon brands with proven track records of success. Go North has built a talented team of approximately 70 individuals spread across Europe, the US, and Asia. This includes several key hires with extensive experience in Amazon Aggregator and marketplace operations. With a strong focus on technology and data, Go North remains committed to enhancing its processes and making informed, data-driven decisions to drive sustainable and scalable profit growth across its business.

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