

# Avensia Strengthens CRM Offering with New Senior Hires

Avensia is proud to announce the strengthening of its customer experience (CX) offering by welcoming three renowned Nordic CRM and loyalty experts to its CX team. Tiina Strid, Matthias Evelönn, and Pierre Million, each with 15-20 years of experience in CRM, loyalty, CX, analytics, and personalization, have recently joined Avensia as senior commerce advisors.

Their combined knowledge will significantly lift Avensia's ability to help clients drive meaningful customer engagement through engaging loyalty programs, personalized experiences, and optimized CRM performance based on business objectives and customer behavior.

"We're proud to welcome such fantastic additions to our already strong team of commerce advisors. With Matthias, Tiina, and Pierre's combined best-in-class expertise, strategic insights fresh from the customer side, and decades of experience, I'm certain we can deliver a stronger CRM and loyalty value proposition than ever before," says Hampus Eckersten, VP CX at Avensia.

As a recognized leader in modern commerce and platform implementation, Avensia has consistently supported B2B and B2C companies in leveraging technology to accelerate growth. Expanding the CX team marks the company's next step in enhancing its offering in strategic consulting, ensuring that businesses can seamlessly transition from systems to strategy and from strategy to impactful results.

## Contacts

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## About Us

At Avensia, we are experts in modern commerce. Our talented team provides businesses with tailored strategies and the most relevant technology for e-commerce, omnichannel, customer experience, and information management. With 20+ years of experience and more than 300 modern commerce experts, we've got the power to help B2C and B2B companies across Europe, North America and APAC accelerate growth each day for long-term success. Learn more at [avensia.com](https://avensia.com). Avensia AB is listed on the Nasdaq First North Premier Growth Market under the name AVEN. Redeye AB is the company's Certified Advisor.

## Image Attachments

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