

ANNA GULLSTRAND APPOINTED MENTIMETER'S ACTING CEO, WHILE CO-FOUNDER JOHNNY WARSTRÖM GOES ON PARENTAL LEAVE UNTIL JANUARY 2023

The Board of Directors appoints current Chief People and Culture Officer Anna Gullstrand as acting CEO. Board cites strong personal performance, leadership track record, and familiarity with business, strategy, and culture.

STOCKHOLM – August 23, 2022 – [Mentimeter's](#) Board of Directors has appointed Chief People and Culture Officer Anna Gullstrand as acting CEO while co-founder Johnny Warström goes on parental leave until January 2023.

As Mentimeter's acting CEO, Anna will be responsible for leading the company's continued growth and expansion. Anna will focus on continuing product-led growth, guiding the company's global expansion, and growing the company's enterprise client base.

Katarina Bonde, Chair of Mentimeter's Board of Directors, commented on Gullstrand's appointment: *"The Board of Directors and I are happy to appoint Anna as acting CEO. It was an easy decision to make since Anna is a very experienced and competent leader who has been a key voice in Mentimeter's management team since she arrived in 2020."*

The move to appoint CPCO as acting CEO illustrates how the company views high performance and commercial success as the result of well thought-through and aligned culture

An experienced leader – having been CEO at Fröjd Interactive and establishing companies in Finland and Russia - Anna is a passionate advocate for how employee engagement and well-being are vital for building a successful company where both people and business thrive.

[Creades](#) CEO and [Mentimeter investor](#) John Hedberg, added: *"Appointing someone familiar with the company's business, product, and culture was very important to us – and, in Anna, I see the perfect fit on all counts. The strength of a company is not a single individual but a collective of actions and behavior of the many, i.e the culture of the company, focusing on building value for customers - the Menti journey has just started and I'm very excited to be part of it."*

Looking to the future and sticking to the mission

On his decision to take temporary leave, company co-founder Johnny Warström writes: *"I like to think that I have helped to build an organization that can function independently of me and will continue to go from strength to strength during my absence. I already know Anna is going to do an outstanding job as acting CEO."*

On Warström's parental leave, Bonde added: *"Under Johnny's leadership, Mentimeter has consistently experienced fast growth while always remaining prudent and sustainable by operating at a profit from a very early stage. I am very happy for Johnny, for the valuable time he will spend with his young son and family at such an exciting time in his personal life. I look forward to having him back as CEO with added new perspectives."*

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About Us

Mentimeter is an audience engagement platform (AEP) that makes it easier to listen and to be heard by transforming passive audiences into active contributors. We are fundamentally changing the culture of presentations, lectures, and workshops in business and education from talking to listening. Whether on-site, remote, or hybrid, Mentimeter creates a unique, transparent, and engaging experience for everyone. Since launching in 2012, Mentimeter has grown from a group of four founders to a 250+ person company with two offices on two different continents. In this time, more than 280 million people have gathered opinions, questions, and thoughts through our platform.

Image Attachments

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[Anna Gullstrand 1](#)

Attachments

[Anna Gullstrand appointed Mentimeter's acting CEO, while co-founder Johnny Warström goes on parental leave until January 2023](#)