

Nepa appoints Andreas Nordfors from BCG – accelerating the focus on marketing optimization and international growth

With an ambitious growth plan, the marketing intelligence company Nepa continues to strengthen its organization. In August, Andreas Nordfors returns to the company in the newly created role of Managing Director for the new business unit *Marketing Effectiveness and Acceleration*. He brings several years of senior leadership experience from BCG, Meta, and GroupM. His mandate: to expand and scale Nepa's fast-growing offering within data-driven marketing optimization and activation.

Andreas Nordfors has a solid background in strategy, technology, and marketing analytics. Most recently, he worked at BCG leading international consulting projects in marketing and data science. Prior to BCG, he was leading measurement and effectiveness at Meta in the Nordics and served as agency head at Choreograph (GroupM). Now he returns to Nepa to lead a growth area with a significant market potential.

"I'm truly excited to be back at Nepa and to join one of the most experienced and innovative companies in brand analytics and marketing optimization. With a strong platform, a new leadership, and clear growth ambitions, the timing feels perfect. My entire career has been dedicated to data-driven marketing optimization, and I see Nepa as uniquely positioned to deliver real business outcomes for clients through its combination of proprietary data and consulting expertise," says Andreas Nordfors.

Marketing Mix Modelling (MMM) is today a cornerstone of Nepa's offering and will be a central part of the new business unit, complemented by several new products aimed at driving client growth. The company already has strong momentum in this field, with the recent launch of *Continuous MMM*, partnerships with Meta and Google, and an international client base including Electrolux, Kellogg's, Sellpy, and Unilever. Powered by Nepa's robust tech platform, used by more than 100 clients, the company sees a clear opportunity to capture additional market share both in the Nordics and internationally as demand for scalable, data-driven decision support continues to rise. For clients, that translates into sharper insights, more efficient resource allocation, and stronger growth.

"We're proud to welcome Andreas back. During his previous time with us, he played a key role in shaping Nepa's MMM offering and establishing partnerships with Meta and Google. With his unique blend of strategic, technical, and commercial experience, he will be an important leader for our already strong offering. With Andreas on board, we're boosting both capacity and expertise, taking the next step in cementing our position in the fastest-growing segment of our industry," says Anders Dahl, CEO of Nepa.

About Nepa

Nepa, a leader in Brand Experience and Marketing Optimization, helps some of the world's most reputable brands drive growth through data. This is achieved by combining first-class research, cutting-edge technology, deep expertise, and innovative solutions. Headquartered in Stockholm, Sweden, with presence in Norway, Finland, Denmark, UK, USA and India, the company is listed on the Nasdaq First North Growth Market and has been publicly traded since 2016. www.nepa.com

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Image Attachments

[Andreas Nordfors \(1\)](#)

Attachments

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