

# Twiiik hires Marcus Lindskog as a new Business Developer

Since Monday, February 13, Marcus Lindskog has joined Twiiik as a Business Developer. Marcus is an educated physiotherapist and economist, with extensive experience of working in health promotion activities. In the role of Business Developer at Twiiik, he will primarily work with developing and driving sales of Twiiik's B2B products.

In recent years, Marcus has worked in various roles with a focus on sales and business development, both as an employee and self-employed, and is strongly passionate about making exercise and health more accessible to people.

*I'm really looking forward to becoming part of the team at Twiiik. Their digital platform and ecosystem for coaches, personal trainers, and gyms have been market-leading for some time. I look forward to getting more companies to discover and use Twiiik's unique business solutions for more effective and inspiring health work."* says Marcus Lindskog.

Marcus started his career as a self-employed physiotherapist in 2008 and has since worked in roles within marketing and business development in various companies - always with a focus on health-promoting business operations. In recent years, Marcus has completely focused on driving sales and business development.

*"Marcus has a unique profile and a strong track record, while the timing is right. Our growth within the enterprise segment and, for example, the corporate challenge TeamBoost, has been good and we see continued high interest from the market. With Marcus in the team, we can use our momentum and take the next step in scaling up sales both in Sweden and over time also internationally."* says Anders Gran, CEO at Twiiik.

**For more information, please contact**

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Anders Gran, CEO Twiiik  
Phone: +46(0)70 341 73 25  
E-mail: [anders@twiik.me](mailto:anders@twiik.me)  
Webpage: [www.twiik.me](http://www.twiik.me)

## About Twiiik

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**Twiiik AB** is an innovation company with offices in Malmö and Stockholm. The company develops digital solutions that make it possible for coaches and gyms to create innovative digital training services. By digitizing their service offering they can make good training available to a larger target group.

Certified Adviser: **Mangold AB**

## Image Attachments

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[Marcus Lindskog Twiik](#)

## Attachments

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