

Desenio Group welcomes Michael Kurlancheek as General Manager, North America

Desenio Group AB has recruited Michael Kurlancheek as General Manager, in North America. He is currently working as General Manager at Lime, a high-growth tech company, based in Washington, D.C. Michael will start his position for Desenio Group in the middle of November.

In his new role at Desenio Group, Michael will focus on establishing operations on the ground and accelerate the Group's business in North America. Desenio Group has been serving customers in North America from its headquarters in Stockholm since the end of 2016 and in 2020 the company had Net Sales in the region of more than SEK 40 million proforma across the Group.

The market for affordable wall art and frames in the U.S has an estimated market value of one-third of the total global estimated market of 15 billion EUR.*

In his role as General Manager and director of regional operations at Lime, Michael leads a cross-functional team of professionals to drive overall business strategy, market expansion, resource allocation, and profitability.

Prior to Lime, Michael worked as an investment portfolio manager at Morgan Stanley. He began his career at KPMG LLP, the global professional services firm. He graduated from Indiana University with a Bachelor of Science in Business and a Master of Science in Accounting.

Michael Kurlancheek comments:

"I look forward to bringing my skills, experiences, and enthusiasm to the task of establishing Desenio Group's operations in North America."

Fredrik Palm, CEO at Desenio Group comments:

"I am very happy to welcome Michael to Desenio Group. The recruitment of Michel marks our increased focus on the region, and the plan is to have a team, and a fulfilment centre established in 2022."

*Source: McKinsey market study 2020 ordered by Desenio Group.

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About us

Desenio Group is a Swedish, fast growing digital direct-to consumer company with a leading position as an online based provider of affordable wall art in Europe. The Company offers its customers a unique and curated assortment of over 6,000 designs as well as frames and accessories in 35 countries via 20 local websites. Leveraging a data-driven strategy both for the creation of art and for attracting new customers, Desenio has grown rapidly and profitably since 2015. Desenio's shares are publicly listed on First North Growth market under the ticker "DSNO" with FNCA Sweden AB as its Certified Adviser; info@fnca.se, +46 8 528 00 399. Desenio Group's bonds are listed on Frankfurt Stock Exchange Open Market Quotation Board. For more information, please visit www.deseniogroup.com.

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Attachments

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