

Appear announces new Chief Product Officer to support next phase of scaling

Oslo, 6 May 2026, Following its successful IPO in November 2025, Appear continues to build on its growth strategy with the appointment of Stephan Würmlin Stadler as new Chief Product Officer, reinforcing its ambition to become the leader in live production technology and to drive continue innovation in the broadcast industry.

"The IPO marked the beginning of a new phase of growth for Appear, as we are building the organisation for structural leadership as a full pervasive provider of live production technology," says Thomas Bostrøm Jørgensen, CEO of Appear. "We will continue to bring new hardware- and software-based products to the market, and Stephan has a strong track record of product delivery at global scale. I am pleased to appoint him as our new Chief Product Officer, further building our leadership team as we continue to scale."

Stephan brings significant expertise from the global broadcast industry along with deep root in the Norwegian technology ecosystem. He is a product leader and serial entrepreneur with more than 20 years of experience in the broadcast technology. Prior to joining Appear six months ago as a VP Product, he served as Chief Product Officer at Vizrt, where he oversaw more than 20 products used by over 2,500 TV stations worldwide. He also co-founded LiberoVision, now a market-leading sports analysis solution (and called Viz Libero), which was acquired by Vizrt in 2011. He holds a Ph.D. in Computer Science from ETH Zurich, Switzerland.

Effective immediately, Appear's current Chief Product Officer and co-founder, Thomas Lind, will transition into the role of Chief Architect. He has chosen to step into this new strategic position to focus on the long-term technical and architectural vision of Appear's products, drawing on his extensive experience and visionary leadership in product development. His continued involvement ensures continuity in technological direction while enabling Appear to scale its product organisation in line with its global ambitions.

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About Appear ASA

Headquartered in Oslo, Norway, Appear designs and delivers high-capacity, sustainable solutions for media processing and live content delivery. The Company's technology enables the capture, transport, and processing of live video from sports stadiums, concert arenas, and other venues to viewers with ultra-low latency, ensuring superior video quality and reliability. Appear serves broadcasters, production companies, content owners and network operators worldwide who rely on its live production technology to deliver the world's most demanding live productions.



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