

Upsales Strengthens AI Delivery Capabilities with Appointment of Henrik Lillhage as Head of Professional Services

Upsales is pleased to announce the appointment of Henrik Lillhage as Head of Professional Services, effective August 25th, 2025. Henrik brings extensive experience from companies like Exsitec, Softronic and Advania in building and scaling high-performing services organizations. He has a proven track record of delivering outstanding customer satisfaction.

In his new role, Henrik will lead the continued expansion of our Professional Services team, which is responsible for delivering mission-critical projects to key clients. This appointment comes at a pivotal time for Upsales, following the launch of our AI Automation Platform and AI Agents earlier this year. As demand from our customer base for AI-driven solutions continues to grow rapidly, Henrik will ensure that Upsales delivers exceptional quality, speed, and business value across every engagement.

CEO Daniel Wikberg comments:

“We’re investing heavily in AI, not just in product development, but in making sure our customers succeed with it. Henrik’s expertise will help us scale our services organization while maintaining world-class delivery. His leadership will be instrumental in helping our customers unlock growth through strategic AI projects.”

This hire is part of Upsales’ broader strategy to accelerate Annual Recurring Revenue (ARR) growth and solidify our position as a category leader in AI-powered B2B revenue platforms. Our AI solutions are already transforming how companies forecast demand, identify new markets, and optimize positioning using real-time financial and market data.

Henrik Lillhage adds:

“I’m excited to join Upsales at such a transformative time. With the explosion in demand for AI-driven automation, the opportunity to help clients create real, measurable business outcomes has never been greater. I look forward to working with the talented team at Upsales to scale our services and deliver exceptional value to our clients.”

This strategic hire marks another step in Upsales’ mission to support CEOs and leadership teams in creating sustainable, data-driven growth.

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About Upsales

Upsales is a Stockholm-based software company on a mission to build the leading AI platform for B2B revenue growth. With best-in-class data and proprietary AI agents, Upsales helps companies accelerate profitable growth. In the last two decades, the company has built a track record of organic, profitable growth. Upsales is a net cash company with zero debt, strong cash flows, and has been paying annual dividends since 2022. Its scalable business model is powered by over 90% recurring subscription revenue. Upsales serves customers in 10 countries, with the majority of its customer base in Sweden. The company is 44% founder- and management-owned, with institutional shareholders including Danske Invest, Nordea Funds, TIN Fonder, SEB Funds, Herald Investment Management, and Schroders.

Upsales Technology AB (publ) is a public company listed on the Nasdaq First North Growth Market. The Company's Certified Adviser is DNB Carnegie Investment Bank AB (publ).

Attachments

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