

Nepa appoints Sara Davidsson Nyman as Chief Revenue Officer

Nepa appoints Sara Davidsson Nyman as Chief Revenue Officer (CRO) and new member of the Group Management team. Sara brings extensive experience from sales leadership roles in SaaS and market research companies, most recently from Questback and Meltwater. She will be responsible for driving the company's organic growth and continue to build on the global sales organization.

Sara joins most recently from Questback, a solution provider for employee and customer feedback, where she was responsible for the European expansion in the role as CRO. Prior to Questback, Sara worked 11 years at Meltwater where she led the expansion into France and EMEA as Managing Director and later Head of Enterprise Relations. She holds a MSc degree in Political Science from Lund University.

"We are excited to welcome Sara to our team. With her proven sales leadership skills and deep industry knowledge, we are confident that she will play a pivotal role in driving our organic growth," says Anders Dahl, CEO.

"I am thrilled to be joining Nepa and contributing to its promising growth trajectory. I am excited to collaborate with the talented individuals at the company and continuing shaping a successful sales team," says Sara Davidsson Nyman.

Sara will assume her new role in mid-May. She will be based in the Stockholm office and report directly to CEO Anders Dahl.

For more information, please contact:

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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 offices 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.

Redeye AB is Nepa's Certified Adviser. Full contact details are available at nepa.com/investor-relations.

Attachments

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