

Jan Carlzon, former CEO of SAS, and Annika Steiber, Management Innovation expert, Appointed to The Board of Nepa AB

Nepa, a leading provider of customer experience insights and marketing optimization solutions is pleased to announce two new members of the board: Dr. Annika Steiber and Jan Carlzon.

“Collectively, they bring a vast amount of knowledge and experience. Individually, they bring their own outlook and specializations which will undoubtedly strengthen our organization. As we accelerate our expansion into the US and scale our products, Annika’s Silicon Valley experience will help Nepa solidify our position. Jan is a visionary of customer-centric business models and a trusted advisor of Nepa AB. He is already familiar with our products and our business challenges. Jan and Annika are incredible additions to our board and will help Nepa to build on 11 years of consecutive growth.” said Ulrich Boyer, Nepa AB Chairman of the Board.

Jan Carlzon, former CEO of Scandinavian Airlines System (SAS), said.

“I have watched Nepa grow for several years as an investor and am very excited to have a more active role as a board member. As an executive, author and investor I have been an advocate of customer-driven strategies. Therefore, I’m also a strong believer in Nepa’s Customer Experience tools as the solution to power CX integrations that deliver improved competitiveness and bottom-line results.”

Annika Steiber, Management Innovation expert, added.

“I am very excited to join Nepa AB’s board of directors. The company has an impressive record of growth and I see incredible potential to scale the offer into the US. Nepa’s suite of solutions help companies meet the challenges of a rapidly changing world by helping them to innovate and market effectively.”

ABOUT ANNIKA STEIBER

Annika Steiber has 20 years of business experience in tech and professional services. She has spent the last eight years in Silicon Valley working with professor David Teece at Berkeley Research Group and is the author of four management books. In addition to her experience from operational work, Annika Steiber has a PhD in Management of Technology from Chalmers University in Sweden.

ABOUT JAN CARLZON

Jan Carlzon, previously CEO of Scandinavian Airlines (SAS) and a longtime advocate of customer-centric business strategies. In 1989, he wrote a pioneering book on the subject of the “customer-driven economy.” Jan Carlzon is an MBA from the Stockholm School of Economics.

Nepa is one of the fastest growing companies in Swedish history, enabling organizations to improve their business performance by becoming customer centric at their fingertips. By merging behavioral

data with customer feedback data in our Consumer Science platform, our clients can turn the voice and the footprints of the consumer into financial KPI's and provide it to the right stakeholder in real-time.

Headquartered in Stockholm and with local presence in Helsinki, Oslo, Copenhagen, London, Mumbai, Gurgaon, New York, Miami and Denver, we help some of the world's most reputable brands in more than 50 countries to get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast growing companies in 6 of 7 years since 2011.