

## **Kristin Luck, Leading Marketing Technology Entrepreneur and Strategist, Named to Nepa Board**

STOCKHOLM, Sweden/NEW YORK, (JUNE 11, 2019) – Nepa, a leading Consumer Science company offering customer experience and marketing optimization solutions, has named Kristin Luck to its Board of Directors, it was announced today.

Luck provides global growth strategy consulting and advising through her company, ScaleHouse, and has worked extensively with European and APAC companies on growing their U.S. market presence.

Luck co-founded OTX in 2000, an online research business that was named the fastest growing research firm in the world in 2002 and 2003 and was subsequently acquired by Zelnick Media & Pilot Group and again by Ipsos in 2007. She then launched Forefront Consulting Group, a research technology firm that was acquired by Decipher, where she served as President & CMO. Decipher itself was acquired by FocusVision in 2014 after seven consecutive years of double- and triple-digit growth.

“Kristin is recognized and influential around the world for her marketing expertise and her deep knowledge of marketing analytics and technology,” said Fredrik Östgren, CEO at Nepa. “We are delighted to welcome her to our board and look forward to her contributions.”

“Nepa is one of the industry’s true consumer science innovators – combining data science with consumer research to prioritize insights that are actionable,” Luck said. “They’ve built an exceptional global business

and I'm excited to have the opportunity to work with the Nepa team as they continue to grow their presence in the U.S. and around the world.”

Based in both Bend, Oregon and Athens, Greece Luck is consistently ranked as one of the top 100 sales and branding experts to follow on social media.

Luck replaces outgoing board member, Annika Steiber, who after many valuable contributions to Nepa has resigned to focus on leading Menlo College in Silicon Valley in the launch of a modern Entrepreneur and Innovation program.

## About Nepa

Headquartered in Stockholm, with offices in Norway, Finland, Denmark, UK, USA and India, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and 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 The company is publicly traded at the Nasdaq First North Stockholm stock exchange since 2016. Erik Penser Bank is Nepa's Certified Adviser.

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