

## **Nepa names Esha Nagar Managing Director in India**

STOCKHOLM, Sweden/ MUMBAI, India, (June 19, 2019) – Nepa, a leading Consumer Science company offering customer experience and marketing optimization solutions, has named Esha Nagar Managing Director within Sales for Nepa India. She will be based in Mumbai and will oversee Nepa research and client development efforts across a range of vertical industries. Nepa AB will continue to maintain a separate Product Operations Unit in Mumbai responsible for servicing global clients.

Esha has been with Nepa as a Director for two years and previously oversaw the Sales and Marketing vertical in India. She brings vast experience through her multiple stints at Kantar & Nielsen prior to Nepa, where she led the West Region Media and Digital practices, among other roles. Over her career, Esha has worked in both the research focused consulting side and business development space in the industry. Her work cuts across multiple verticals like Consumer - Retail panels, Digital focused solutions, Path-to-Purchase Understanding & Media Effectiveness.

Esha holds an MBA from the Nirma Institute of Management.

### **Quote from Esha Nagar**

“I am really excited to take up this new role at Nepa. The company’s client focus and entrepreneurial culture are ideally suited to success in today's dynamic consumer science world. One of the key focuses for Nepa India will be to bring in meaningful solutions for the fast-evolving content industry, and we are already well along on that journey. I look forward to

help our clients with agile & relevant solutions."

## **Quote from Fredrik Östgren, CEO**

"I am very excited to take the next step in our journey in India. We have shown tremendous growth and yet we are just scratching the surface. Esha, with her drive, passion and know-how within Consumer Science, will help further accelerate our expansion. I couldn't be happier about her appointment as our new Managing Director of sales and about the future that lies ahead."

## **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 (phone: +46 8-463 83 00, e-mail: [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se)).

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