

## **Former Coach CMO, Marie Audier D'Alessandris, Named Advisor to Nepa AB**

STOCKHOLM, Sweden/NEW YORK, (June 25, 2019) – Nepa, a leading Consumer Science company offering customer experience and marketing optimization solutions, has added Marie Audier D'Alessandris as an Advisor, it was announced today.

D'Alessandris is a leading brand and marketing consultant and previously served as chief of global and North America marketing and e-Commerce for Coach. Prior to Coach, Marie held senior marketing roles at L'Oreal across Europe and the US, for both mass and luxury brands. She speaks frequently on a broad range of brand intelligence and marketing topics.

“We’re delighted to welcome Marie as an advisor to the company. She brings tremendous experience matching that of many Nepa buyers and clients. We look forward to her contributions as we continue to grow the Nepa brand in new markets and meet the challenges facing today’s marketers,” said Fredrik Östgren, CEO at Nepa.

“Nepa is at an exciting point in its history as it continues to innovate in CX and marketing analytics, and to expand around the world. I look forward to working with the board and management teams to build on these successes,” said D'Alessandris.

### **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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