



Rikki Lear has been appointed Chief Marketing Officer and a member of the Management Team of Avidly Plc

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Avidly Plc Changes board/management/certified advisors 26 August 2022 at 8.35 am EET

Rikki Lear (b. 1985) has been appointed Chief Marketing Officer (CMO) and a member of the Management Team of Avidly Plc as of 1 September 2022.

Rikki Lear joined Avidly in connection with the acquisition of Digital 22 Online in January 2022. He is one of the founders of the acquired company. Lear has extensive experience in inbound marketing and HubSpot services as well as in companies' in-house digital marketing. Since the establishment of Digital 22 Online in 2012, he has successfully grown the company into a leading HubSpot agency in the UK with a HubSpot Elite Partner status. He also expanded the company's business to Canada via acquisition. Lear has been a member of HubSpot's Partner Advisory Council in 2019–2020.

"I warmly welcome Rikki to the Management team. He has built a successful inbound practice in the highly competitive UK market, and I'm looking forward to seeing how the lessons learned during this process can be scaled and leveraged in Avidly and in our clients' businesses," says Jesse Maula, CEO of Avidly.

"I'm excited to be moving into a role with huge potential to grow Avidly," says Rikki Lear. "I believe my experience in growing a HubSpot agency and my passion for marketing makes this position a natural fit. As a leader in both the creative and HubSpot spaces I'm looking forward to showcasing the best of what Avidly can do and attracting new customers," he continues.

Lear has a degree in business studies from Sheffield Hallam University as well as post-graduate studies (level 7 Diplomas) in Marketing and Management and Leadership.

Additional information:

Jesse Maula, CEO, tel. +358 40 548 0248

Rikki Lear, CMO, member of the Management team as of 1 September 2022, tel. +44 1200 377019

Oaklins Merasco Oy acts as Avidly Plc's Certified Advisor, tel. +358 9 6129 670

About Avidly

Avidly is a leading martech service provider listed on the Nasdaq First North Growth marketplace in Helsinki. We offer holistic digital marketing and sales services, and customer experience, data and technology are closely entwined into our impact-driven growth strategy. We are a team of approximately 280 navigators and explorers, makers and shakers in 18 locations in Finland, Sweden, Norway, Denmark, Germany, UK and Canada. Read more: investors.avidlyagency.com/en

Attachments

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