



## **Jonaz Kumlander has been appointed as Chief Technology Officer and Ingunn Bjøru as Chief Customer Experience Officer of Avidly Plc**

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### **Jonaz Kumlander has been appointed as Chief Technology Officer and Ingunn Bjøru as Chief Customer Experience Officer of Avidly Plc**

Avidly Plc Company Announcement 29 September 2021 at 8.30 a.m. EET

Jonaz Kumlander has been appointed as Chief Technology Officer (CTO) and a member of the Management Team of Avidly Plc as of the 1st of October 2021. In addition, Ingunn Bjøru has been appointed as Chief Customer Experience Officer (CXO) as of the 1st of February 2022 and will continue to be a member of the Management Team of Avidly Plc. Both will report to Jesse Maula, CEO of Avidly.

Kumlander's role is to strengthen Avidly Plc's strategic objectives of growth as a builder and supplier of martech and scalable digital solutions. Kumlander has the ability to find martech architecture solutions that cross technological boundaries and support customers' business. Kumlander's previous role at Avidly Plc was Tech Strategist and he is one of the founding members of Avidly's Swedish operations.

"I'm delighted to be taking up the CTO role and I'm looking forward to driving the technology part of our strategy. Technology is rapidly changing in martech and clients need a partner that will support them in advising and building the right solutions. I look forward to together with our team of top-talent continue to grow and create impact being that partner", says Jonaz Kumlander.

Bjøru moves from the COO of International Business to her new role as CXO. In her new role, she will be responsible for strengthening and developing the customer experience. Bjøru has previously performed in the management of Avidly's international business and as Country Manager of Avidly Norway. Bjøru has strong expertise in developing an organisation focused on growth marketing.

"I am thrilled that Avidly is giving me the opportunity to focus on what I see as most integral to our business: our customer's experience. We strive to create impact, and our amazing team has proven that they are world-class performers. I look forward to the next chapter in Avidly's story", tells Ingunn Bjøru.

Jesse Maula, the CEO of Avidly: "I am very pleased that we will be able to accelerate the next phase of our strategy with two top performers with strong credentials in our organisation. Both roles will focus on the holistic approach to customer experience, which is at the heart of our strategy. On the technology side, we want to ensure that our customers have access to the solutions that best serve them. Jonaz has a strong and long-standing proven record of creating them. Ingunn's new role naturally combines the tuning of our operations into an even more agile, customer-centric and scalable growth platform for both our customers and our staff. I couldn't be happier to see these two in their new roles."

Additional information:

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

*Avidly is Finland's leading marketing and communications service provider and a leading marketing automation company in the Nordics, listed on the Nasdaq First North Growth marketplace in Helsinki. We create an atmosphere for growth to take our customers forward. We are a team of around 230 navigators and explorers, makers and shakers in 16 locations in Finland, Sweden, Norway, Denmark and Germany. Read more: [investors.avidlyagency.com/en](https://investors.avidlyagency.com/en)*

### **Attachments**

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