



CHRISTIAN LUNDBERG NAMED CHAIRMAN OF RAKETECH GROUP

[RakeTech Group](#), one of Europe's leading iGaming affiliates, today announced Christian Lundberg as the new chairman of the company's board. Christian has extensive experience from leading international organisations, with a focus on building successful company cultures that support long-term and profitable growth.

Raketech is in a maturing phase where the company strengthens both its executive management and board to secure continued high and long-term growth as well as a strengthened leadership in the European affiliate market. Christian Lundberg currently works as a strategic advisor to several corporate leaders in both publicly listed and private companies through his own business A Force 4U. Previously, he has had leading operational positions in regulated and tech-oriented environments at Fortum (as COO Sweden) and Microsoft (as Regional Director Nordics).

"Raketech is a company with high operational capacity and advanced technical solutions, active in the fast-growing European iGaming industry", said Christian Lundberg. "I believe Raketech has real possibilities to drive the continued development of the sector through responsible affiliate services with a focus on user value, and consequently secure a long-term and sustainable growth. At the same time, we will continue to pursue our active acquisition agenda, where we target assets of high quality with leading market positions".

"With Christian joining, we will further sharpen Raketech's leadership," said Michael Holmberg, Raketech Group CEO. "Christian has vast experience from building winning cultures where everyone works towards the same goals and meets market demands with a focus on long-term values and profitability. He joins in an intense period where we among other activities recently have acquired several assets in Denmark. In addition, we have just reached our 100th employee, from being just some 30 people a year ago. I look forward to working together with Christian and the rest of the board members to take Raketech to the next level."

Raketech has been growing at an impressive rate this year – the group started development on a new office floor to cater for a recent recruitment drive and celebrated hitting a huge milestone by employing its 100th employee. The latest open vacancies at Raketech can be found [online here](#).

For further information, please contact press@raketech.com or CEO Michael Holmberg via michael@raketech.com / +356 9999 8009.

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About RakeTech Group

[RakeTech Group](#) is one of the leading online gambling affiliate companies in Europe. The Malta based company launched in 2010 and now operates more than 1,500 affiliate sites across Sweden, Denmark, Finland, Norway, United Kingdom and Spain, offering excellent conversion rates for more than 150 business partners.

The award-winning company was named 'Affiliate of the Year' at the 2017 EGR Nordic Awards and 'Casino Affiliate of the Year' at the 2016 Global EGR Awards. The group operates some of Europe's most successful online gaming affiliate sites, such as flagship outlets [Casinoguide.se](#) and [Nyacasino.com](#) as well as leading Swedish sports betting website [Betting.se](#).