

Per Bruun appointed as new CEO of Comprend

Leading Stockholm-based marketing and comms agency announces leadership transition

STOCKHOLM AND LONDON 14 February 2025. Comprend announces the appointment of Per Bruun as its new Chief Executive Officer, with immediate effect.

Bruun, who has held the position of Managing Director, Stockholm since June 2023, brings decades of leadership experience across both clients and agency, combining strong operational expertise with clear strategic vision. Prior to Comprend, Per worked as COO for The North Alliance as well as Group Client Service Director for Stockholm-based agency Ottoboni.

Bruun says: 'I'm excited to take on the role of CEO, building on the strong foundation we've created as One Comprend. We have deep relationships with our clients - many of whom we've partnered with for a long time - which is a true testament to the value we deliver. Our reputation, built on trust, expertise, and a commitment to excellence, is what drives us forward. My focus is on ensuring a seamless transition while executing our vision forward and leveraging our collective expertise to deliver even greater value to our clients and stakeholders. I look forward to leading Comprend into this next chapter of growth and innovation.'

With some of the largest clients globally across a wide range of sectors - including IKEA, L'Oréal, Saab, SSAB, Ericsson, Alfa Laval and Centrica, Comprend offers extensive expertise with a strong track record in B2B, B2C and corporate communication, leverage technology as an enabler to find solutions that help clients make decisions, act swiftly, and measure results.

Outgoing CEO Martin Petersson, will step down from his role at Comprend but he will continue as CEO of Aura Group. Martin has led Comprend for nearly two years, playing a pivotal role in unifying the company and implementing a new brand. He will continue to support Comprend in a strategic capacity.

Petersson says: 'Together with a committed leadership team and our brilliant colleagues, we have done the heavy lifting to create One Comprend. I am thankful for my time as a member of the Comprend team but am confident that Per is the right leader to take us forward. Per has a deep understanding of our business, our people, and the needs of our

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clients and I'm certain he will continue to leverage the immense talent within our business to address our clients' deepest challenges and opportunities.'

Further strengthening the Comprend leadership team, Gabriella Björnberg, Business Director, will take on the role of MD, Stockholm, with responsibility to oversee and drive growth within the Stockholm teams.

For media enquiries, please contact Per Bruun, per.bruun@comprend.com or Karen Lester, karen.lester@comprend.com.

About Comprend

We are Comprend – tech-enabled marketing and communication creating trust and sustainable growth

We are 250 experts collaborating across offices in Sweden, Finland, Poland and the UK with a strong track record in B2B, B2C and corporate communication. Leveraging technology as an enabler, we decode complexity to find solutions to influence audiences and strengthen brand perception. We help clients to make decisions, act fast and measure results.

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