



Vaimo announces the appointment of Daniel Österlund as Account Director, Nordics

Stockholm, May 8, 2025 – Vaimo, a global leader in digital commerce and experience solutions, today announced the appointment of Daniel Österlund as Account Director, Nordics. In this role, Daniel will focus on developing strategic client relationships and driving growth across Vaimo's account portfolio, partnering with brands to deliver scalable solutions.

Daniel brings over 20 years of experience, spanning client leadership, sales, and agency management across both the client and agency sides of the industry. He joins Vaimo from Mirado, where he most recently served as Managing Director.

Prior to Mirado, he held multiple senior roles at the digital agency Comprend, including Client Development and Sales Manager, where he was responsible for overall revenue with a focus on growing existing client relationships, as well as operational Account Director for major global accounts.

Throughout his career, Daniel has worked with leading organizations on both sides of the table, holding client-side roles at Symantec and Microsoft, and agency and consulting positions at Acando, Comprend, and Mirado. This dual perspective gives him a deep understanding of what enterprise clients need from their digital partners and how to translate ambition into measurable outcomes.

"What drew me to Vaimo is the combination of deep technical expertise and a genuine focus on long-term client partnerships," said Daniel Österlund. *"I'm looking forward to working closely with our clients to help them navigate complexity, discover new opportunities, and deliver real business value."*

"Daniel brings a rare blend of client-side insight and agency leadership experience," said Robin Carlsson, Managing Director, Nordics at Vaimo. *"He understands what it takes to build trusted, lasting client relationships and to deliver on the promises we make. We're thrilled to welcome him to the Vaimo family as we continue to grow and strengthen our offering."*

About Vaimo - vaimo.com

Vaimo is one of the world's most respected experts in digital commerce and customer experiences. For us, experience is everything. It is at the heart of all we do, and we are leading the way in delivering on it in these fields: Digital Commerce, Content Management, Data Management, and Insights & Activation.

As a full-service digital experience agency, we deliver consulting, design, development, support, and analytics services within all four fields.

We are a global partner with a local presence, focused on cultivating close, long-term

relationships with our clients. We work with brands, retailers, manufacturers, and organizations all over the world and have over 600 employees based in offices in more than 15 markets across EMEA, APAC, and North America.

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