

## Dynavox Group bolsters management team to support effective growth and scaling

**Dynavox Group, the world leader in assistive communication, today announced that it has appointed two new members to its executive management team. Marie-Josée Leblond is joining in a newly created role as Chief Digitalization and Information Officer, and Luis Mustafa will succeed Tony Pavlik as Chief Operating Officer as he prepares for his upcoming retirement. Both will be joining March 1, 2026.**

Dynavox Group has a strong growth trajectory, and the two new management team members will play key roles in continuing to scale effectively on a global level and raise the bar for operational excellence, innovation, and data-driven decision making.

Originally from Canada, Marie-Josée Leblond, will be based at the Stockholm head office. She is a senior technology and transformation executive with extensive experience leading large scale digital and business transformations across multiple sectors. With senior leadership experience from companies such as Ericsson, TietoEvry and Global Connect, she brings a strong track record of turning strategy into measurable results. As Chief Digitalization and Information Officer, Marie-Josée will head up the Business Intelligence and IT organizations to lead the company's digital and technological transformation. She will be focusing on the company-wide adoption of cutting-edge technology, including AI, to advance data-driven decision making, and support innovation across the organization.

Luis Mustafa, originally from Puerto Rico, joins Dynavox Group as Chief Operating Officer (COO), succeeding Tony Pavlik, who will soon retire. Luis will step fully into his role as COO after an initial transition period working alongside Tony Pavlik. Based in Pittsburgh, Luis brings extensive experience across biotechnology, pharmaceuticals, and medical devices from companies such as Simtra BioPharma Solutions, Moderna and Eli Lilly. Throughout his career, he has focused on operational excellence, digital transformation, and building systems that protect patients and empower people. Luis will work closely with Tony to ensure a smooth handover and continued operational excellence.

“As we continue to scale our business globally, we need to continuously raise the bar for our operational excellence, focus on innovation and data-driven decision-making, using powerful technologies such as AI,” said Fredrik Ruben, CEO of Dynavox Group. “The proven track records of Marie Josée Leblond and Luis Mustafa make them a perfect match within these areas to help our business to continue to grow effectively and empower more people with disabilities to gain a voice.”

### **About Dynavox Group**

Dynavox Group AB (publ) is the parent company for Tobii Dynavox, the global leader in assistive communication. Headquartered in Stockholm, and listed on Nasdaq Stockholm (DYVOX), Dynavox Group, together with its brands has over 1000 employees and serves customers in 65+ countries. Tobii Dynavox's custom designed solutions enable people with disabilities such as cerebral palsy,



ALS, autism and spinal cord injury to communicate with a voice of their own, develop literacy skills and live more independently. To date, hundreds of thousands of people worldwide have benefited from our integrated solutions, which include hardware, software, clinically developed language systems, mounting solutions, training, and dedicated support. We offer extensive funding expertise to facilitate funding for as many people as possible. As voice and motor impairments are common among our users, our solutions are accessed via alternative methods, such as eye gaze or touch screen. Using AI-based speech synthesis, we offer users a personalized voice identity in over 30 languages for children and adults.

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