



## Swap.com appoints Jennifer Carr-Smith as new CEO

The following is a copy of the original Swap.com Press Release that is also available on Swap.com's website [here](#).

Swap.com today announced that Jennifer Carr-Smith, currently Chairwoman of the Board, will also assume the role of Chief Executive Officer. Carr-Smith assumed the new role on March 13, 2019.

"I am honored to have been elected as Swap.com's next CEO. It is a privilege to work with the Founders, the Board and the management team to continue to deliver value for customers and to improve the environment, as the circular economy will play a significant role in the future of fast fashion. I look forward to leading the company through the next phase of growth and development."

Carr-Smith succeeds Co-Founder Dr. Juha Koponen, who will assume the role of Chief Data Scientist and will remain on the Board. Koponen will focus on growing and optimizing Swap.com using data and analysis across all parts of the business.

"I can think of no one better to lead Swap.com. Jennifer's experience as our Chairwoman —combined with her 20-year career in ecommerce— make her the perfect choice to lead the company," said Koponen.

In addition to her role as Swap.com Chairwoman and CEO, Ms. Carr-Smith serves as a Non-Executive Director of Woolworths Group Limited (ASX: WOW) and as a Non-Executive Director of Perdue Farms. With more than 20 years of experience building, scaling and transforming businesses across industry sectors, Carr-Smith is a seasoned ecommerce operating executive. She recently served as an SVP at Groupon and as CEO of Peapod. Earlier in her career, she held senior operating roles as COO of JCrew Direct, COO of Gilt Groupe, and VP of Strategy, Finance and Operations at Ralph Lauren Media. Ms. Carr-Smith has a BA in Economics from Brown University and an MBA from Harvard Business School.

Learn more about Swap.com and circular economy in fashion by watching this short video by Loudspring: <https://vimeo.com/323075026>

### About Swap.com

Swap.com is the leading online consignment and thrift shop with nearly 2 million unique items. The company strives to redefine consignment services by making the process of buying and selling pre-owned goods more convenient, safe, and profitable. Preventing waste by saving pre-owned clothes and accessories from ending up in landfills, shoppers can feel good about the purchases they make on Swap.com. Offering clothes, accessories, toys and games for babies, children, women and men, Swap.com is a one-stop shop that the whole family can enjoy. Swap.com US headquarters is in Chicago, Illinois and the development team resides in Helsinki, Finland. The company was launched in 2012.

### Contact information:

Joshua Burguete-Kirkman, Communications Director of Loudspring Plc. Tel. +46 70968 5584, [joshua.kirkman@loudspring.eearth](mailto:joshua.kirkman@loudspring.eearth)

Erik Penser Bank AB, Certified Adviser. Tel. +46 8 463 83 00, [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se)

### Loudspring in brief

*Loudspring is an industrial group focused on saving natural resources. We own and operate Nordic growth businesses that are making a big environmental impact. We have a diversified business portfolio in order to balance out the fluctuations of individual companies' performance. Our technologies save energy, water and materials in industry, real estate and in everyday life. Our business consists of two branches: Loudspring Industry – majority owned businesses, and Loudspring Ventures – minority ownerships.*

*The company group is listed on First North Finland under the ticker LOUD and on First North Stockholm under the ticker LOUDS.*

[www.loudspring.eearth](http://www.loudspring.eearth)

LinkedIn: <https://www.linkedin.com/company/loudspring/>

Twitter: [@loudspring](#)

IG: [@loudspring\\_earth](#)

FB: [@loudspringco](#)