

# Bambuser appoints new CRO

**Bambuser has appointed Martin Ericsson as new Chief Revenue Officer. Martin, who is recruited from Klarna, takes up his position on August 12, 2019.**



Martin Ericsson most recently worked for Klarna, where he held the position as Global Business Development Director. He has over 8 years of experience working internationally with leading global brands with an online presence.

Martin's main focus at Bambuser will be sales/partner strategy and establishing strategic partnerships, increasing brand awareness and secure that Bambuser is commercially competitive.

"It is with great pleasure that I welcome Martin to Bambuser. His experience of working with global brands with a focus on online sales is very valuable to us. Martin will work close to the company's marketing department and play a key role in the growth of customer acquisitions at Bambuser," says Maryam Ghahremani, CEO.

## Certified Advisor

Västra Hamnen Corporate Finance AB | 040-20 02 50 | [ca@vhcorp.se](mailto:ca@vhcorp.se)

## Contact information

Maryam Ghahremani, CEO | +46 (0) 708 720 266 | [maryam@bambuser.com](mailto:maryam@bambuser.com)  
or visit: [bambuser.com/ir](http://bambuser.com/ir)

## About Bambuser AB

*Bambuser is a Swedish software company that offers B2B solutions for live video. Since 2007, the company has developed a platform for interactive live video broadcasting that enables live streaming from mobile phones and webcams to the Internet and Bambuser's live streaming technology has, over the years, been reached by millions of news consumers through companies such as CNN, BBC, Al Jazeera, Sky News Arabia.*