

Bambuser strengthens the management team with new recruits

Bambuser has recruited Anna Kult as Chief Operating Officer (COO) and Oscar Samuelsson as Chief Brand Officer (CBO).

Anna Kult has 20 years of experience working with organizations in rapid change. She has previously worked in product development, sales and e-commerce within Schibsted, Venue Retail Group, as well as Eleven and Nordicfeel.

Oscar Samuelsson has over 15 years of experience in digital communication and marketing. He comes most recently from Uber where he has been involved in driving the brand's development in the Nordic countries for the past five years.

In connection with this Sophie Abrahamsson, former CBO, steps into the new role of Chief Marketing Officer (CMO).



– It is a great pleasure to welcome Anna and Oscar to the team. We are truly building a 'dream team' and I am convinced that their expertise in technology, as well as e-commerce and retail will take Bambuser to a new level, says Maryam Ghahremani, CEO at Bambuser.

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Bambuser was founded in 2007 as the world's first company with a platform for interactive mobile live video broadcasting and is a leading supplier in the live video segment. In 2019, Bambuser introduced Live Video Shopping, which enables live shopping directly on the brand's website. Bambuser is listed on the Nasdaq First North Growth Market and is headquartered in Stockholm.