

## Bambuser strengthens the management team with Pontus Hymér as new CTO

**Bambuser has recruited Pontus Hymér as Chief Technology Officer (CTO). Pontus will take up his position on June 2, 2020. The recruitment strengthens the company's capacity to scale the technology for the next phase of growth.**

Pontus Hymér has 20 years of experience within management and development in the tech industry with a focus on fast-growing verticals such as search engines, online dating and online gambling. He most recently worked at William Hill, formerly Mr Green, where in recent years he held several executive positions, including Head Of Development.

Pontus was involved in developing the company during the strong growth journey Mr Green had as a listed company which eventually resulted in the company being acquired in 2019 by William Hill PLC – this in a changing and complicated industry. Prior to that, Pontus was active in IT consulting, a handful of startups as well as the iGaming company Betsson.



*- We welcome Pontus with great joy. His broad experience in scaling technical organizations and building business strategy will be very valuable for Bambuser's next phase, says Maryam Ghahremani, CEO at Bambuser.*

Pontus Hymér will take up his position on June 2, 2020 and will be part of the management team.

Martin Storsjö, the company's current CTO and co-founder, will take on a new role where he is responsible for the further development and scaling of Bambuser's core technology.

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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.