Sleep Cycle's Board of Directors is now complete, as Anne Broeng and Ödgärd Andersson join the Board

GOTHENBURG, SWEDEN — MARCH 16th, 2021 — Today [Sleep Cycle](#) announces that Anne Broeng and Ödgärd Andersson have joined the Board of Directors. This completes the Board with five Board Members in total.

Anne Broeng was appointed to the Board of Directors in December 2020 adding more than 30 years of experience from the financial services industry as Group Vice President, CFO and CIO of PFA Pension. Anne Broeng will also chair the Audit Committee at Sleep Cycle.

Ödgärd Andersson was appointed to the Board of Directors in February 2021 and is the most recent addition to the Board. She is currently the CEO of Zenseact AB, part of Volvo Group. Ödgärd has previously held various positions within Ericsson Group and Volvo Car Group, including Chief Digital Officer.

Lars Berg, Chairman of the Board comments:

"I am pleased to welcome both Anne Broeng and Ödgärd Andersson to the Board of Sleep Cycle. They will add vital experience and knowledge within digital innovation and business development that will support the company on its mission to improve global health through better sleep. Today, Sleep Cycle is the world's leading sleep tracking application with more than 2 million active users in more than 150 countries."

The Sleep Cycle Board of Directors consists of the following five members.

Lars M. Berg, Chairman
Lars has been the CEO of Telia and has had various roles within Ericsson Group (ten years in the Executive Management Group). Lars has also been a member of the Executive Board of the German Mannesmann Group responsible for the telecom business. Lars is an experienced Chairman and Board Member with a long list of listed companies to his name, including Telefonica Mobile, Netinsight, Ratos, Schibsted, Tele2, and Norma Group.
Additional Board assignment: Greater Than AB (Chairman).
Education: BSc from the Gothenburg School of Economics.

Anne Broeng, Board member
Anne is a professional Board Member and has experience from Nasdaq Europe as well as being an advisor for several private equity funds. Previously she has held the position as Group Vice President, CFO and CIO for PFA Pension.
Additional Board assignments include Chairwoman at Velliv, Board Member and Chairwoman of the Audit Committee at NNIT, Board Member and Chairwoman of the Audit Committee at VKR Holding A/S and Velux A/S among others.
Education: MSc from Aarhus University

Ödgärd Andersson, Board member

Ödgärd is the CEO of Zenseact AB and has previously held a number of positions within Volvo Car Group, including Chief Digital Officer, VP Vehicle SW & Electronics and VP, Head of Product Development Unit Packet Core as well as various roles within Ericsson Group. Education: MSc from Chalmers University of Technology.

Rasmus Järborg, Board member
Rasmus is the Chief Product Officer at Nordnet. Prior to Nordnet, Rasmus held a number of senior positions within SEB, including Chief Strategy Officer and head of the bank's digitization and digital channels. He has also worked at the UBS Investment Bank, in London, UK.
Additional Board assignments: Chairman at Shareville AB
Education: MSc in Economics from Stockholm School of Economics.

Olof Nilsson, Board member
Olof is an independent advisor and has extensive experience with venture-backed growth companies as an investor, Board Member and as an entrepreneur. Most recently, Olof was the head of early-stage investments at the Swedish sovereign pension fund, AP6, where he also led and executed a new technology focused US fund program across buy-out, growth, and VC investments.
Additional Board assignments: hitta.se and Marton International
Education: MSc in Engineering Physics from the Royal Institute of Technology, Stockholm.

For information related to the announcement;

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About Sleep Cycle
Sleep Cycle is one of the world's most popular sleep applications and tools for tracking and analyzing sleep habits with more than 2 million active users in more than 150 countries. Using patented sound analysis technology, Sleep Cycle tracks sleep patterns and analyze data about everyday activities and factors affecting sleep quality. The results are presented in easy-to-read graphs and insights. Sleep Cycle offers its users help to fall asleep more easily with a large library of relaxing music, meditations and stories, and wakes its users in the lightest sleep phase, which simulates the feeling of waking up naturally without an alarm clock. Sleep Cycle's headquarter is located in Gothenburg, Sweden and has 27 employees and the company's mission is to improve global health through better sleep.