



Safello Strengthens its Management with Three Key Appointments – Andreas Kennemar joins as COO from Swedbank



Stockholm, 14 April 2021 | Sweden's leading broker for cryptocurrencies, [Safello](#), continues its recruitment drive. The company announces it has complemented the management team with three key appointments; Andreas Kennemar, Chief Operating Officer; Karl Garberg, Chief Marketing Officer; and Michal Gromek, Chief Compliance Officer. The newly-made appointments will further strengthen Safello's capacity to scale the business for the next phase of growth.

Andreas Kennemar (born 1976) is a tech and crypto veteran with over 25 years of experience in the finance industry. He most recently comes from a senior role as Technology Evangelist at Swedbank and was previously Head of Blockchain at Handelsbanken. Prior to that, Andreas worked as IT Manager at Etrade and Saxo.

Andreas also has entrepreneurial experience as founder and CEO of the cryptocurrency mining company KnCminer, including subsidiaries such as XBTPProvider. In addition, he is a board member of the Lifeboat Foundation and a sponsor of the Bitcoin Foundation.

Andreas will take up his new role in Safello as Chief Operating Officer starting June 1, 2021. Safello's current COO, Michal Gromek, will assume a new position as Chief Compliance Officer.

Michal Gromek (born 1987) has been a central member of the Swedish fintech ecosystem, focusing on enhancing legislation of digital assets and author of numerous fintech reports. Michal has previously held several senior positions within Safello since 2017. He has a solid and meritorious educational background from a handful of international universities and recently completed a Blockchain Programme at Saïd Business School, University of Oxford.

Since joining Safello, Michal has taken an active role in cooperating with law enforcement agencies, regulators and legislators to provide a missing bridge of knowledge and understanding towards digital assets. He set up the Working Group on Blockchain and Digital Assets on behalf of Safello at the Swedish Fintech

Association. His shift towards the CCO role will allow Safello to strengthen further and support more transparent legislation on Digital Assets in Sweden.

Karl Garberg (born 1990) is a seasoned marketing and communications professional with previous experience from the fintech industry with leading positions within iZettle (now Zettle by PayPal) and Toborrow. Karl also has relevant consulting experience from McCann Stockholm. He most recently comes from the role of Head of Marketing at United Spaces, a coworking and proptech actor which during his leadership has been acquired by Castellum, one of Sweden's largest stock listed real estate companies.

Karl will take up his new role as Safello's Chief Marketing Officer at Safello on April 19, 2021.

The recruitments come just weeks after **Johan Edin** has been appointed Chief Financial Officer. Johan has over 12 years of investment banking experience from DNB Bank, Arctic Securities, Citigroup, and Goldman Sachs.

– With these new appointments, Safello has readied itself for the next phase of growth in the areas of operations, compliance and marketing. Andreas has been a pioneer in the cryptocurrency industry, bringing deep domain knowledge of the banking sector to the company. Michal is a fintech leader with a drive to combat illicit activity, the type of mentality we cherish at Safello, which will help us stay ahead of bad actors. And Karl's experiences from leading brands in the fintech, proptech and agency industries will help Safello develop the brand further and address the mass market going forward, says Frank Schuil, co-founder and CEO of Safello.

Safello is expected to go public on the Nasdaq First North Growth Market during the second quarter of 2021.

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Safello is an online cryptocurrency brokerage. Regulated as a financial institution with Finansinspektionen (Swedish FSA), Safello offers a secure way to buy and sell crypto, in seamless transactions at industry-leading speeds. Partners integrate Safello's brokerage solution to their web and mobile applications. In 2015, Safello made international headlines, following a proof-of-concept partnership with Barclays, making it the world's first crypto player to partner up with a major bank to explore cryptocurrencies. Operational since 2013 in Sweden, Safello is driving crypto adoption for users, with a safe, efficient and user-friendly platform.