



# Sinch appoints Jonathan Bean as Executive Vice President, EMEA & Global Partnerships

**Stockholm, April 15 — Sinch AB (publ), today announces the appointment of Jonathan Bean as Executive Vice President, EMEA & Global Partnerships. He remains a member of the Global Leadership Team, reporting to CEO Laurinda Pang.**

Jonathan Bean transitions from his role as Chief Marketing Officer, which he has held since 2019, and will lead Sinch's EMEA business and global partner ecosystem.

*"Jonathan brings extensive commercial leadership experience across digital infrastructure markets. He has been at the heart of Sinch's transformation and understands our business, customers and market. Taking on EMEA is a natural next step, and I have every confidence in his ability to lead the business through its next phase of growth. Jonathan has a strong reputation in this market and that matters for what we are building in EMEA," says Laurinda Pang, CEO of Sinch.*

Prior to his new role, Bean served as Chief Marketing Officer at Sinch, where he played a key role in building the company's global marketing, growth, and partner organisation. Before joining Sinch, he was Chief Revenue Officer at Mynewsdesk. Earlier in his career, he held senior sales leadership roles at Cision. Bean holds an MBA from Henley Business School and a degree in Communications from the University of Leeds.

As part of this leadership transition, Nicklas Molin will leave Sinch at the end of April. Sinch has initiated the search for a new Chief Marketing Officer.

*"I would also like to thank Nicklas for his many contributions over the years. He has been an important part of our development in EMEA, and we wish him all the best for the future," says Laurinda Pang, CEO of Sinch.*

## **For further information, please contact**

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## **About Sinch**

Sinch's vision is to connect every business with every customer, everywhere in the world. With the industry's most trusted foundation for intelligent customer communications, Sinch powers over 900 billion customer interactions annually for more than 200,000 customers across the globe. Leading global companies, including AI innovators, rely on Sinch to strengthen customer relationships and deliver seamless experiences across messaging, email and voice. Profitable since its founding in 2008, Sinch generated net sales of USD 3 billion (SEK 27 billion) in 2025 and has over 4,000 employees in more than 60 countries, with headquarters in Stockholm. Sinch is listed on Nasdaq Stockholm (XSTO: SINCH). Visit us at [sinch.com](https://sinch.com).