



# Sinch appoints Sophie Cheng as Chief Marketing Officer

**Stockholm, Sweden - June 1, 2026 — Sinch AB (publ), today announces the appointment of Sophie Cheng as Chief Marketing Officer, succeeding Jonathan Bean, who recently transitioned to Executive Vice President, EMEA & Global Partnerships. She joins Sinch's Global Leadership Team and will report to CEO Laurinda Pang.**

At Sinch, Sophie has led the company's global product marketing and revenue enablement organization, helping strengthen market positioning, industry analyst relations and go to market execution. Prior to joining Sinch in 2024, she held senior leadership roles at ZoomInfo and Chorus.ai supporting rapid commercial growth and helping businesses improve how they engage with customers using AI-driven technologies.

*"Sophie brings a rare combination of strategic vision, operational excellence and deep understanding of both product and customer needs. She has already made a significant impact a Sinch through her leadership of our global product go-to-market organization. She is a modern marketing leader with a clear vision for how to elevate our market presence, strengthen customer relevance and position Sinch for continued growth," says Laurinda Pang, CEO of Sinch.*

*"I've seen firsthand the scale of Sinch's ambition and the massive opportunity ahead as AI transforms how businesses communicate with consumers. I'm excited to expand my scope and turn customer and market intelligence into growth, innovation and more meaningful customer experiences. We're only scratching the surface of what's possible and I'm grateful for the trust as we continue building the future of customer communications," says Sophie Cheng.*

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## **About Sinch**

Sinch's vision is to connect every business with every customer, everywhere in the world. As the intelligent communications infrastructure for the AI era, Sinch powers over 900 billion customer interactions annually for more than 200,000 customers globally. Leading global enterprises and 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 (SEK27 billion) in 2025 and has over 4,000 Sinchers in 60 countries, with headquarters in Stockholm. Sinch is listed on Nasdaq Stockholm (XSTO: SINCH). Visit us at [sinch.com](https://sinch.com).