

# PROACT

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## Proact appoints Maria Gomez as Business Unit Director Central

Proact IT Group AB (publ) announces that the company has appointed Maria Gomez as Business Unit Director Central and member of the Group management team.

Business Unit Central covers Proact's operations in Czech Republic and Germany. In her role, Maria Gomez will drive the company's expansion and oversee the strategic development of services in this region. Maria will also become a member of the group's management team.

Maria has 30 years' experience of successfully leading sales teams in the German IT industry, most recently as Sales Director at Microsoft and prior at IBM, demonstrating her ability to build and lead inclusive teams.

"I feel honored and excited to take on the responsibility to lead the Proact team in the Business Unit Central. I look forward to getting to know my new teammates, learning from them, contributing and using my experience to drive our joint success forward. I'm excited to support the digital journey of our customers through #ThePowerOfData and the #ThePowerOfTogether," says Maria Gomez.

"We are very happy to have Maria join Proact as our Business Unit Director Central. Maria brings a perfect combination of commercial leadership and passion for people to our business, and she has an extensive experience of the German market. She will further strengthen our customer-focused culture and drive our growth ambitions in the market," says Jonas Hasselberg, CEO and President of Proact IT Group AB

Maria Gomez started her new role as Business Unit Director Central on January 8, 2024.

### For further information, please contact:

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### About Proact

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency. We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,200 people in 12 countries across Europe and North America.

Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT). For further information about Proact's activities please visit us at <https://www.proact.eu/>