

Speqta recruits Malin Blomberg as CEO for Shopello and AdTech



Speqta's ("SPEQT") has recruited Malin Blomberg as CEO for Shopello and AdTech. Malin has previous experience as CEO from growing online companies and she is presently Director of Digital & Marketing" at Econova Garden AB.

Malin Blomberg has background from Tradedoubler and after that been CEO at various SaaS and online businesses like Instoremedia, Yallotrade and Lasingoo. At Econova she has been responsible for e-commerce in the role of Director of Digital and Market. She has a Master of Science in Media Technology at Linköping Institute of Technology and has studied complementary courses on UX and interactive media at the Royal Institute of Technology.

Speqta's CEO Fredrik Lindros comments:

"We are very happy to have Malin joining us with her experience from scaling up online businesses, SaaS and e-commerce. Her leadership skills and energy together with her focus onwards and upwards, is a perfect match with us at Speqta and what we want to achieve."

Malin Blomberg comments:

"I see a great potential and opportunity in Bidbrain and like that Speqta is investing in future technologies within e-commerce. The impressions I've got of both the service and the people behind it makes me very excited to join this journey during the spring."

Malin Blomberg assumes the position on April 12th 2021. She will also be a member of Speqta's management team.

For further information, please contact:

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About Speqta

Speqta offers the best performance-based lead generating platforms using data and AI and to grow organically as well as through acquisitions in new and existing markets. Speqta has two business areas Speqta AdTech and Speqta Content & Comparison. The company is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "speqt". The company's Certified adviser is Västra Hamnen Corporate Finance AB, telephone number: +46 40 20 02 50, e-mail: ca@vhcorp.se.

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