



## Teleopti Boosts Cloud Business Success with New CFO and Head of Global Marketing

Teleopti, a market leader for advanced, automation-rich workforce management (WFM) software, continues its ongoing cloud business transformation and commitment to meet customers up in the cloud by welcoming two experts in nurturing SaaS (Software as a Service) business. Rikard Olsson is Teleopti's new Chief Financial Officer (CFO) and Anna Brunes the Head of Global Marketing.

The recruitment of both comes as Teleopti continues the expansion of its cloud business with 80% of new customers purchasing Teleopti WFM Cloud as well as many existing customers transitioning with Teleopti from on-premise to cloud. Both Anna and Rikard have worked at one of Sweden's most successful cloud software companies, Projectplace (now a part of Planview), an all-in-one work collaboration tool. Their long-term experience means they bring with them a wealth of knowledge on how their business fields, Marketing and Finance respectively, must meet digital transformation and support a cloud offering.

Joining Teleopti as CFO, Rikard Olsson previously held the same position at Aphelion, a Stockholm-based FinTech company. Prior to that he served as CFO at Projectplace for 16 years. Rikard was part of the phenomenal cloud-growth journey of Projectplace, from 10 employees until the company was sold to Planview Inc. One area Rikard will work with is automated billing which will make it easier for Teleopti's cloud partners to support larger volumes of customers as the more automation provided by Teleopti, the lower the cost for each customer.

Rikard says, "I am thrilled at the opportunity of joining Teleopti and contributing my past experience of conducting business in the cloud. Teleopti is growing rapidly and the majority of the revenue growth is currently coming from cloud customers. One of the interesting challenges going forward will indeed be increasing accounting automation and scaling the admin and financial processes relating to such cloud growth. Dealing with a more transactional type of business is something that I am familiar with from my time as CFO at Projectplace and I am excited to work with the great team at Teleopti and keep building a highly successful cloud business."

Anna Brunes will lead Teleopti's Marketing team, guided by twenty years' marketing experience in the technology industry and management roles at international companies such as Adobe and Projectplace (Planview). Anna specializes in a metric-driven approach to digital marketing, optimizing marketing automation and tracking for quality lead generation. Her addition to the team will help Marketing further develop Teleopti's thought leadership on cloud WFM, creating and spreading content to support existing and future customers.

"I look forward to exploring new challenges at Teleopti and contributing my marketing knowledge to ensure the ongoing success of our international focus, always keeping the customer in mind, whatever the size, location or complexity," comments Anna.

Olle Düring, CEO of Teleopti, concludes: "Strengthening core business functions such as Marketing and Finance is essential when it comes to continuing our cloud business acceleration. Solidifying all our departmental practices means we can maintain our high level of support for and collaboration with our customers."

### About Teleopti

Teleopti, a top, global provider of workforce management software, offers a world-class WFM solution that is sophisticated, localized and easy to use. As the largest "best-of-breed" vendor, Teleopti focuses on helping contact centers, back offices and retail stores improve customer service, employee satisfaction and profitability – through optimized, automated forecasting and scheduling with cutting-edge features to empower and engage employees. Founded in 1992, Swedish-established Teleopti has customers in over 85 countries, numerous offices around the world – from Beijing to São Paulo – and a comprehensive global network of partners. Visit [www.teleopti.com](http://www.teleopti.com).

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