

Press release

October 15, 2025

Transcom Holding AB (publ) appoints Cecilia Bergendahl as new CFO

Transcom, a global Customer Experience (CX) services provider, today announced the permanent appointment of Cecilia Bergendahl as its new Chief Financial Officer (CFO), effective immediately.

Cecilia Bergendahl has served as Transcom's interim CFO since August 2025 and has now transitioned fully into the permanent role.

“Cecilia has demonstrated exceptional financial and organizational leadership during her tenure as interim CFO” says Brian Johnson, President & CEO, Transcom. “She has effectively supported our strategic priorities in a complex market scenario while maintaining disciplined capital management. Her significant experience as a senior-level finance executive will be invaluable at navigating complex business requirements with a strong focus on operational efficiencies.”

“I am thrilled to take on the position as the CFO for Transcom,” says Cecilia Bergendahl. “I am passionate about setting clear targets, unlocking efficiencies and provide insights with analytics and technology to create long-term value for Transcom’s clients, colleagues, and shareholders.” “My vision is to run financial operations with a customer centric approach and support Transcom’s clients across the globe.” “Financial performance is ultimately driven by people, and I am excited to join Transcom’s incredible group of colleagues.”

About Cecilia Bergendahl

Cecilia Bergendahl is an experienced senior executive with a strong background in finance, leadership, and digital transformation. Most recently, Cecilia served as CFO at Hector Rail, Scandinavia’s largest private rail freight company. She has held prominent roles such as Group CFO at SF Studios, a leading Nordic film and television studio, and Managing Director at Novamedia Sverige AB, overseeing the Swedish and Norwegian Postcode Lotteries and leading initiatives like information security ISO 27001 certification. Cecilia has earlier experiences from telecom, credit ratings and capital markets. Cecilia is known for her expertise in finance, management, IT, information security, and compliance, and is an active mentor and network participant. Cecilia holds a business administration degree from Lund University School of Economics and Management, complemented by university studies in political science, German, sustainability, AI, and digital transformation.

For further information, please contact

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About Transcom

Transcom provides AI and digitally enhanced customer experience (CX) services to some of the world's most ambitious brands. More than 300 clients globally, including disruptive e-commerce players, category redefining fintechs, and technology legends rely on us for on-, off-, and nearshoring services. Transcom’s over 30,000 employees work in over 85 contact centers and work-at-home networks across 29 countries, creating brilliant experiences in customer care, sales, content moderation and backoffice services. We help our clients drive their brands forward, customer satisfaction up and operating costs down. For more information, visit www.transcom.com.