

Jens Krogell appointed as Chief Commercial Officer of Vincit

Vincit Plc

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Jens Krogell has been appointed Chief Commercial Officer of Vincit

Jens Krogell, MSc (born 1979), has been appointed Chief Commercial Officer (CCO) of Vincit Plc as of 12 September 2023. Krogell will continue as the Deputy CEO as well as a member of the Executive Leadership Team, reporting to CEO Julius Manni.

Jens Krogell's previous responsibilities as the company's Chief Strategy Officer, will be merged into the responsibilities of the Chief Commercial Officer and the newly appointed Chief Financial Officer Kimmo Kärkkäinen, who joined Vincit in August.

Jens Krogell has acted as Vincit's Chief Strategy Officer since the Bilot Plc merger in summer 2022, and in addition to the responsibilities of the Chief Strategy Officer, he has also been overseeing the duties of Chief Commercial Officer since May 11, 2023. Prior to this, he held the position of CEO of Bilot Plc and Motley Agency Llc.

CEO Julius Manni: 'In his role as the Chief Strategy Officer, Jens has been instrumental in shaping the new strategy and direction of Vincit. Since May, Jens has taken on the role of Chief Commercial Officer in addition to his previous responsibilities and has done an outstanding job building momentum and earning the trust to succeed in this role.'

CCO Jens Krogell: 'In the role of the Chief Commercial Officer, I will continue the implementation of our strategy, primarily through the development of sales, offering and advancement of the Vincit story. The new role of the CCO supports the execution of Vincit's new strategy and enables a focus on elevating our commercial capabilities to a new level.'

The Executive Leadership Team as of 12 September 2023:

Julius Manni, Chief Executive Officer

Jens Krogell, Chief Commercial Officer and Deputy CEO

Mari Kuha, Chief People Officer

Anssi Kuutti, Chief Delivery Officer

Kimmo Kärkkäinen, Chief Financial Officer

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Vincit Plc in short:

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