

## **Petra Sievinen appointed as Vincit's Chief Marketing and Communications Officer and Member of Leadership Team**

Company Release March 20, 2024, at 9:00 EET.

Petra Sievinen (BBA) has been appointed Chief Marketing and Communications Officer (CMCO) and member of the Executive Leadership Team of Vincit Plc with effect from May 1, 2024. She will be responsible for Vincit's marketing, branding and communications, reporting to Julius Manni, CEO of Vincit.

Petra Sievinen has extensive experience in marketing and communications, with strong expertise in sustainability communication and employer branding. Sievinen, who has been on study leave since fall 2023, joins Vincit from Gofore, where she most recently served as Director, Marketing and Communications and a member of the Executive Management Team from 2019-2023. Before that, she was a communications strategist at Gofore. Previously, she was responsible for external communications at IBM Finland and was Marketing Director at Descom.

CEO Julius Manni: "We warmly welcome Petra to Vincit and our team. She has extensive experience in successfully commercializing B2B business in an international environment. Petra brings to Vincit her diverse experience as Director, Marketing and Communications for a growth company, and her business-focused mindset will complement Vincit's Leadership Team in leading our transformation journey.

Future Chief Marketing and Communications Officer Petra Sievinen: "I have been following Vincit's growth story for a long time, since the first Great Place to Work awards, and have been impressed by the company's people-first culture, top talent and strong customer relationships. The renewed Vincit has all the prerequisites to succeed in a changing market, and I am excited to embark on this journey. Together, we can implement the updated strategy both in Finland and internationally. With a unique offering and a fresh brand, we are well positioned to create better Mondays and a better world."

Leadership Team composition from May 1, 2024:

Julius Manni, CEO

Kimmo Kärkkäinen, Chief Financial Officer

Jens Krogell, Chief Commercial Officer

Mari Kuha, Chief People Officer

Anssi Kuutti, Chief Delivery Officer (Talent & Delivery)

Petra Sievinen, Chief Marketing and Communications Officer

### **Additional information:**

Vincit Plc, CEO Julius Manni, phone: +358 50 424 3932

Certified advisor: Aktia Alexander Corporate Finance Oy, phone: +358 50 520 4098

### **Vincit Plc in brief:**

Vincit is a digital business agency that helps customers accelerate digital development and transform their business to make Mondays better for us all. Vincit Plc's shares are listed on the Nasdaq First North Growth Market Finland marketplace maintained by Nasdaq Helsinki Ltd, trading code VINCIT. [www.vincit.com](http://www.vincit.com)