

Tobias Gerdmark becomes the new Group Chief Accountant at Getupdated

Getupdated strengthens its Scandinavian organisation with a new business-oriented Group Chief Accountant, putting growth and business development at the top of the agenda. Tobias Gerdmark comes from KF Fastigheter where he was a real estate economist.

Tobias has extensive experience in accounting and auditing where he has worked as CFO at Macserien and Auditor at Öhrlings PWC and Ernst & Young. He now awaits the role as Group Chief Accountant of Getupdated, which he starts on 1 June. He will also join the Group Executive Committee.

- It is very satisfying being able to tie Tobias to Getupdated, as with his background and energetic personality he fits well into the growth plan which lies ahead at Getupdated, says Åke Eriksson, Chairman of Getupdated Internet Marketing.

We thank Paul Cheetham for the time he shouldered the task of acting CFO after Håkan Juserius. Cheetham will still remain in the European Management team and be on the board of Getupdated.

What attracted you to Getupdated?

- A combination of a very interesting and stimulating position as Group Chief Accountant and a great interest in Getupdated as a company. Getupdated is a market leader within the Internet marketing industry and is very attractive with its wide product range and services.

What is your mission for Getupdated?

- I will be responsible for the staff and the duties that are in the finance department. I also have the ambition to participate on the operational side as much as possible to help Getupdated grow and strengthen its market position. Business development and cost efficiency are two areas which I think you constantly have to work with.

What can you transfer from your previous experience to Getupdated?

- I hope to contribute knowledge and ideas both in accounting and business development. I am open to new perspectives and am not afraid of change.

What do you look forward to now in your new job?

- Getting to know many new nice people and familiarising myself with the services and learning more about Getupdated as a business, all as soon as possible.

-Tobias will in the near future work closely with Paul Cheetham and the management team in Europe. In doing so, we can increase our focus further on the Nordic operations whilst keeping a firm and strong eye on our European success, says CEO Paul Yates.

For further information please contact:

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