



Besedo goes global and hires Global VP Sales

Stockholm: August 16, 2011 - Besedo, an international company founded in Sweden who works with content moderation, quality control and safety in the digital world, has hired Sylvain Lamblot as Global VP Sales. Sylvain comes from Ericsson where he held several different positions. Hiring an international sales director is in line with Besedo's international expansion strategy.

Sylvain Lamblot has an extensive experience in sales and has since 2007 held various positions at Ericsson, most recently he was head of Sales and Marketing for consumer and business applications. Previously, Sylvain worked at Netwise, Thomson and Colt. On Besedo Sylvain will focus on building a foundation for expansion on both existing and new markets in Western Europe and the Americas.

- Sylvain has a solid sales experience in both a strategic and tactical level. Having Sylvain on board makes it possible for us to put in a higher gear in our international expansion, which is a priority for us in the near future, says Andreas Gindin, CEO of Besedo.

Besedo helps online businesses with extensive volumes of UGC – User Generated Content, to maintain high quality on the website in order to build confidence and strengthen the user experience. Besedo has two primary areas of expertise:

- Content Moderation - includes managing, monitoring, analyzing and modifying (e.g. removing illegal and inappropriate content) website content
- Safety – includes helping organizations to prevent and remove abuse and fraud on their websites

By outsourcing management and control of User Generated Content Besedo's clients can focus on their core business. At the same time value is created for the company because a professional and well run website results in a better user experience which creates business opportunities. An important aim of Besedo's business is to create secure websites for the users as well as helping companies to protect their brands. Besedo handles millions of forum posts, profiles, advertisements, etc. in over 15 languages every month.

- I find Besedo and what we do very interesting. We help our clients to control and manage content that is created by someone else, and by doing that we create value for the site owners and their brands. I am totally convinced that User Generated Content will continue its remarkable growth, and if used correctly User Generated Content will increase sales and build customers relationship and loyalty, says Sylvain Lamblot.

The international sales director position is new within Besedo. Sylvain will be based in France.

For more information, contact:

Sylvain Lamblot, Global VP Sales, Besedo, Email: sylvain.lamblot@besedo.com, Mobile: +33 6 23 26 22 60
Johan Rönn, Press officer, Email: johan.romn@angseliusronn.se, Mobile: +46 70 766 14 49

About Besedo

Besedo is a Swedish-based entrepreneur-driven knowledge company, focused on increasing quality, customer satisfaction and value for companies that have User Generated Content on their website. Besedo works with classified ads sites, online dating sites and websites with large volumes of User Generated Content such as social media. Furthermore Besedo works with preventing and investigating fraud and inappropriate behavior by moderating UGC.

Besedo was founded in 2002 and is today a global company with offices in Sweden, Malta and Malaysia. The company ensures the quality of millions of ads, profiles, emails, posts and comments every month in over 15 languages for customers worldwide. Visit www.besedo.com for more information.