

Malmö Dec 4, 2019

PRESS RELEASE

United Robots recruit to three new senior posts

Swedish tech company United Robots, working in automated editorial content, have filled three new senior positions, ahead of a 2020 expansion phase. Thomas Sundgren, Chief Commercial Officer; Henning Johannesson, Chief Product Officer and Cecilia Campbell, Chief Marketing Officer all have extensive and solid backgrounds in the media industry, within digital editorial as well as business development.



Henning Johannesson



Thomas Sundgren



Cecilia Campbell

Cecilia Campbell joined as CMO on December 1. She is a journalist and has covered the news publishing industry internationally for the past 20 years, during which time she lived mainly in the UK. Since 2005 she has worked in the consulting team at WAN-IFRA World Association of News Publishers, where she's organised workshops around the world, about digital business development generally, and in the past few years specifically focussed on the digital reader revenue business.

Henning Johannesson, CPO and Thomas Sundgren, CCO, both join United Robots on January 1, 2020. Both join from Swedish local publishing group Mittmedia, most recently as Head of Sports and Head of the Mittmedia Reacher ad platform respectively.

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Henning Johannesson has 25 years experience as a journalist, editor and director in Swedish media groups, including NWT and Aftonbladet. In 2015 he started working within sports at Mittmedia and headed up the development of the sports journalism in relation to the digital reader revenue business. In the collaboration between Mittmedia and United Robots, he was also responsible for the editorial development of the sports robot.

Thomas Sundgren too has extensive experience in media, including as one of the founding members of Schibsted's news curation product Omni. He's held a number of leading positions at Mittmedia, including as editor-in-chief, product owner of Mittmedia's data platform and responsible for the work to develop and white label the ad platform Reacher.

United Robots founder and CEO Sören Karlsson comments on the new recruitments: "I am very happy and proud that our team now includes these three experienced professionals. We're at the start of an exciting phase of international expansion and new product development. Henning, Thomas and Cecilia will contribute solid knowhow in that process."

About United Robots

United Robots AB, founded in 2016, is a Swedish technology company working in automated editorial content. The company leverages structured data to provide publishers with automatically generated content about sports, real estate, traffic, weather, local businesses and the stock market.

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More information about United Robots and our products at unitedrobots.ai



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