



Speqta recruits Sofia Björk as new Head of People



Speqta ("SPEQT") has recruited and appointed Sofia Björk as Head of People. Sofia is currently at Advisa where she is CHRO (Chief Human Resource Officer).

Sofia Björk joined Advisa more than three years ago and has been leading their HR team focusing on tech recruitment, employer branding and building the culture in a fast-growing SaaS-company. Sofia has a bachelor's degree in HR and organization at Uppsala University where she also studied law.

Speqta's CEO Fredrik Lindros comments:

We are very happy to have Sofia joining us on our journey. She has both a broad experience of tech recruitment and culture work, but also a driven and forward-thinking attitude, which I love and fits well with the ambitions of Speqta. I'm really looking forward to working with her.

Sofia Björk comments:

I'm excited to start as Head of People at Speqta. I'm passionate about developing product companies with online services that helps companies and people in their every day. I'm looking forward to contributing in building a strong team with a culture that enables future growth.

Sofia assumes the position today, November 15th, 2021.

For further information:

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About Speqta

Speqta offers the best performance-based lead generating platforms using data and AI and to grow organically as well as through acquisitions in new and existing markets. Speqta has two business areas Speqta AdTech and Speqta Content & Comparison. The company is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "speqt". The company's Certified adviser is Västra Hamnen Corporate Finance AB, telephone number: +46 40 20 02 50, e-mail: ca@vhcorp.se

