

PRESS RELEASE

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VividWorks Oy has appointed Jarkko Leppälahti as the new CEO

VividWorks, a leading international provider of the Visual Configure-Price-Quote software platform, has appointed Jarkko Leppälahti as CEO as of December 1, 2020.

Kari J. Mäkelä, Chairman of the Board of VividWorks Oy, says: "VividWorks is implementing its strategy to expand its operations and offer to new customer segments and as part of this, invests heavily to renew and further develop its software platform with future requirements in mind. We were looking for a CEO with the ability and experience to lead and implement such a business change, and we are excited to have Jarkko in the VividWorks team. "

As the company enters a new phase, Jarkko brings valuable expertise to VividWorks - 15 years of experience in management positions in various software companies. Prior to joining VividWorks, Jarkko served as CEO of XMLdation Oy, a provider of payment transaction testing systems, focusing on expanding the company's SaaS product and implementing an internationalization strategy, including a successful establishment in the North American market. Jarkko also has extensive experience at Futurice, where he spent 2 years in the UK, among other roles, running the company's local service business there, and at Comptel, an international operator software provider, where he held leadership positions in product marketing and sales.

"VividWorks has unique and strong technology expertise in visual configuration, as well as a service culture focused on generating customer value. VividWorks' expertise and solutions are increasingly in demand in various customer segments due to the growing need to digitize sales processes and systems, creating great growth opportunities for VividWorks. I look forward to being able to lead this growth opportunity and business transformation." commented Jarkko Leppälahti.

Additional information:

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Jarkko Leppälahti

Managing Director as of December 1, 2020

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VIVIDWORKS OY: VividWorks provides VividPlatform and Visual CPQ software as well as related expert services as cloud services. With VividWorks solutions, customers significantly streamline their sales and service processes, regardless of time, place or device. In addition to the Nordic countries, the company has international customers elsewhere in Europe, Japan and Australia.

www.vividworks.com