

Bambuser recruits Emma Lythell as new CRO

Bambuser has recruited Emma Lythell as Chief Revenue Officer (CRO). The recruitment is yet another step in strengthening the company's commercial focus and sales team ahead of the next growth phase.

Emma Lythell has worked with sales and marketing in e-commerce and retail throughout her professional life. With over 10 years of experience, she has been involved in developing several growth companies.

Emma most recently comes from the self-founded digital advertising agency Dot Sure. Prior to that, Emma was involved in building the brand Flattered, as well as working with international sales, including the US market, within the listed textile group Delta Galil Industries.

- We are happy to welcome Emma to the team! She will be a great asset to Bambuser's continued growth journey partly through her international sales experience and also her large contact network in Sweden as well as abroad, says Maryam Ghahremani, CEO of Bambuser.



Emma Lythell took up her position today on May 6, 2020 and will be part of Bambuser's management team.

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Bambuser was founded in 2007 as the world's first company with a platform for interactive mobile live video broadcasting and is a leading supplier in the live video segment. In 2019, Bambuser introduced Live Video Shopping, which enables live shopping directly on the brand's website. Bambuser is listed on the Nasdaq First North Growth Market and is headquartered in Stockholm.