

## Bambuser strengthens its Advisory Board - Margaux Dietz and Daniel Redgert step in as strategic advisers

**Bambuser has recruited Margaux Dietz, one of Sweden's largest influencers, and Daniel Redgert, PR expert and entrepreneur, to its Advisory Board.**



Earlier this year, Bambuser announced a strategic council, known as the Advisory Board, with the intention of recruiting a handful of experts and representatives from various parts of the business community to assist with expertise in growth strategies for Live Video Shopping, and provide impartial feedback on the company's upcoming plans.

Now Margaux Dietz and Daniel Redgert join the Bambuser's Advisory Board.

Margaux Dietz is one of Sweden's biggest influencers. According to Medieakademin's Power Barometer, Margaux is one of Sweden's thirty most powerful profiles on Instagram. She is also winner of Influencer of the Year at Ellegalan 2018, as well as winner of Video of the Year, Profile of the Year and Lifestyle of the Year at the Guldtuben 2018. Margaux was one of the first people to guide viewers in a live shopping session for the brand Stronger earlier this year.

*– I always strive to be a pioneer in my professional role and am constantly looking for new ways to communicate with my followers. I constantly try to adapt to what tomorrow looks like – we have to renew ourselves constantly. The collaboration with Stronger was well received by my followers and I am convinced that Bambuser is the way forward for brands that want to take the shopping experience to the next level, says Margaux Dietz.*

Daniel Redgert is founder and CEO of communications agency Redgert Comms with operations in Sweden and the UK. At Spinngalan in 2019, Daniel was named Sweden's most influential PR consultant in digital media, winning the Cision PR Influencer Award. Daniel has previously run some of Sweden's largest podcasts, published his autobiography at the age of 25 and been a TV host.

*– We are constantly working to find new ways for our customers and influencers to communicate. Our collaborations on Live Video Shopping have had an extremely good outcome and I am convinced that this is how we will work in the future. My ambition is to introduce Bambuser to some of the world's largest companies and influencers and we have started some really exciting dialogues, says Daniel Redgert.*

Since January, Tom Xiong and Jacob Lovén from Digitala Draken have been on Bambuser's Advisory Board.



*– Bambuser is scaling up at every level to meet growing demand, which is why Margaux and Daniel, who are the best in their respective fields, are an important addition to our Advisory Board, says Maryam Ghahremani, CEO at Bambuser.*

**Contact information**

Maryam Ghahremani, CEO | +46 8 400 160 02 | [maryam@bambuser.com](mailto:maryam@bambuser.com)  
or visit [bambuser.com/ir](http://bambuser.com/ir)

**Certified Adviser**

Erik Penser Bank AB | +46 8 463 83 00 | [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se)

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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.