

## Bambuser Continues To Grow in U.S. – Strengthens the Team With Doug Bleszinski



**New York, 9 December 2020** | Interactive live video shopping provider [Bambuser](#) continues to reap success in the North American market. Today, the company announces the recruitment of **Doug Bleszinski** as Vice President of Sales in North America. The recruitment is a step in further strengthening Bambuser's leading position in its largest market.

Doug Bleszinski has over 20 years of experience in building and developing high-performance teams in innovative and high growth software, SaaS and open-source organizations. Doug has held a variety of executive roles at Salesforce, Salsify, Elastic and Ionic Security.

At Salsify, Doug led the global team in helping the largest named brands and retailers to transform their digital product experience for modern digital commerce. Prior to that, he led the East for Elastic to help users with the hard challenge of managing, securing and extracting value from their data. Doug has his Business Administration degree from the University of Richmond and his MBA from Pace University.

Doug will be based at Bambuser's New York office where he will lead and scale the company's commercial efforts in the region. He will join a handful of talented new recruits made in recent months, including **Abigail Muraskin**, newly appointed VP of Customer Success.

*– Bambuser is game-changing in how it allows brands and retailers to interact with their customers to drive customer engagement and transform long-term relationships in meaningful ways. This was an opportunity I could not resist, said Doug Bleszinski.*

*– Doug is a proven and results-oriented leader who brings a lot of energy to the team. His solid executive experience and broad network, will help Bambuser reach more innovative brands that push the boundaries of e-commerce and retail, said Maryam Ghahremani, CEO of Bambuser.*

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### About Bambuser

Bambuser is a software company specializing in interactive live video streaming. The Company's primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm. Erik Penser Bank AB is Bambuser's Certified Adviser.