

## PRESS RELEASE

Stockholm 21-12-2011

### Sakari Pitkänen new Vice President Content and Development of Infopaq Sweden

Sakari Pitkänen will be the new Vice President Content and Development of Infopaq Sweden. He will be responsible for the content and development of Infopaq's products.

"I'm attracted to the possibility of creating new offerings within media intelligence. Today, more data than ever is produced in all kinds of media – editorial as well as social. The need for transforming this information into knowledge and deeper understanding is constantly increasing," says Sakari Pitkänen.

Sakari Pitkänen has had a long successful career within journalism, chiefly at the newspapers Aftonbladet and Metro. As editor-in-chief at Metro, he was highly involved in making Metro the newspaper with the highest readership in Sweden. Furthermore, he has international experience within the Metro Group and has been involved in starting up Metro editions all over the world. During the past 2.5 years, Sakari Pitkänen has been working at Prime PR, one of Sweden's most successful PR agencies.

"Sakari Pitkänen's background within journalism, as well as within PR, is a perfect match for Infopaq. This recruitment supports our ambition to increase the pace of innovation, while also offering our clients the best within our traditional offering: media intelligence, analysis and advice. This is a top recruitment that both the staff and our clients will benefit from, says Martin Alsander," appointed CEO of Infopaq Sweden.

Sakari Pitkänen will join Infopaq on March 1, 2012.

For more information, please contact

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#### **About Infopaq**

Infopaq is a global, European-based company with expertise in media, publicity and analysis. By providing media monitoring, surveys, tracking, news evaluation, analysis and consulting services, we help our clients improve future communications efforts and thereby attain their business goals. We have approximately 6.500 clients and more than 500 employees in Denmark, Estonia, Finland, Germany, Norway and Sweden.

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