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Semantix recruits CMO

Semantix has recruited Annika Hampf as a new Chief Marketing Officer. Annika joins Semantix from a role as Marketing Director at Pied Tanca Group AB.

"I'm delighted to see Annika joining us at Semantix. Her broad range of skills and solid experience of brand strategy and positioning in a national and international sphere will be extremely important for us given Semantix's further expansion," says Semantix CEO Patrik Attemark.

Annika is an economist with a B2B and B2C background, having mainly worked on developing brand strategy, positioning and translating strategies into communication that drives business.

"I am really looking forward to joining Semantix in the middle of their exciting expansion journey and being able to be part of a highly competent organisation where I'll be able to bring my experience of digital transformation and leading strategic brand positioning to the mix. Semantix has strong values and huge expertise with the biggest offering on the market in specialised language services, so my mission will be to focus on making that position clear and developing tools to engage with customers in a relevant, highly qualified way, in the long term," says Annika Hampf.

Annika will be taking up her new post on 4 April 2018 and will be based at Semantix in Stockholm.

For more information

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Semantix is the largest language company in the Nordics, providing interpreting, translation and advanced language solutions to the public sector and private corporations for more than 50 years. Semantix has a turnover of approximately SEK 900 million and operates in accordance with ISO 9001:2015. The group has offices in Sweden, Denmark, Norway and Finland and representations in China, Chile and Spain. Semantix has some 400 employees and manages a network of thousands of language specialists across the globe. Semantix is majority-owned by the private equity fund Segulah V L.P. For more information, please visit www.semantix.eu.