

# Precise Biometrics appoints Fredrik André as CMO

**Precise Biometrics has appointed Fredrik André to the position of Chief Marketing Officer (CMO). Fredrik will also be part of the management team for Precise Biometrics. He was most recently CMO at Avensia, an expert company in modern commerce.**

Fredrik has 25 years of experience in global B2B marketing from growth companies in the technology and SaaS areas, most recently as CMO of Avensia. Previously, Fredrik has held leading roles at well-known companies such as Autodesk, A. P. Möller Maersk, Medius and Visma.

**Joakim Nydemark, CEO of Precise Biometrics, comments:**

*"Precise Biometrics is in a unique position to capitalize on our world-leading biometrics solutions in new markets and in new verticals. With extensive experience from leading positions for international technology and SaaS companies, Fredrik is absolutely the right person to lead the marketing of Precise Biometrics in this phase of the company's development."*

**Fredrik André, incoming CMO at Precise Biometrics, comments:**

*"The timing of my entry could not be better. The combination of the company's unique solutions, its expertise and the rapidly changing security landscape really puts Precise Biometrics in a favorable position. I am happy and proud to become part of this great team now and I look forward to contributing to the security solutions of the future."*

Fredrik takes up his new role at Precise Biometrics on 20th of November.

## Contacts

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## About Us

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Precise Biometrics AB (publ) ("Precise") is a global supplier of identification software. The company offers products in various areas of application that enable users – using their own biometrics – to identify themselves in a convenient and secure way. Precise has two business areas; Digital Identity and Algo, and operates out of its offices in Lund, Sweden, Potsdam NY, USA and Shanghai, China. The Precise share is listed at Nasdaq Stockholm (PREC). For more information, please visit [www.precisebiometrics.com](http://www.precisebiometrics.com)

## Attachments

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