



## **Ville Tolvanen is appointed Chief Executive Officer of Digitalist Group Plc**

Ville Tolvanen has been appointed as the new Chief Executive Officer of Digitalist Group Plc (“Digitalist Group”). He will take up this duty on 1 October 2017. Before the appointment as CEO, Ville Tolvanen has acted as Chief Digital Officer (CDO) of Digitalist Group and member of the Management Team, since 1 May 2017. Tolvanen has over 20 years of experience in entrepreneurship, consulting and management. In addition, he has successfully led dozens of strategic development projects and acted as consultant for leading Finnish companies. He is also the founder and general secretary of the Digitalist Network. As CEO, Ville Tolvanen is part of the option scheme for the key persons of the company.

“I want to thank Sami Paihonen for leading the company in the transition process into new business segments where the company believes it will have the best chances of success, standing out as a unique research and design-oriented technology partner in the global market. Ville Tolvanen’s strong experience in marketing and digitalisation will be a significant asset when Digitalist Group is further developing and internationalizing the Digitalist Network and its offering of design and service design services as the clients embark on their transition towards a digital culture and processes” comments Paul Ehrnrooth, Chairman of the Board of Digitalist Group.

Sami Paihonen will continue to serve Digitalist Group and remains a member of the Management Team. Mr Paihonen will be leading and developing the company’s business operations in the United States under the title President, Digitalist North America, and his place of business will be San Francisco, USA. Sami Paihonen has solid experience in the North American markets and was responsible for the development of the company’s operation in the United States during 2013-2015.

DIGITALIST GROUP PLC

Board of Directors

For more information, please contact:

**Digitalist Group Plc**

Chairman of the Board Paul Ehrnrooth, tel. +358 50 594 1402

Member of the Board Peter Eriksson, tel. +352 621 356620

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