

Utseende av Chief Strategy Office CSO och vice verkställande direktör

Lund den 18 maj, 2017 - Anoto Group AB (publ) tillkännager följande förändringar i bolagets ledningsgrupp. Styrelsen har utsett Will Reeb, tidigare Chief Marketing Officer, till vice verkställande direktör och Chief Strategy Officer för att underlätta utvecklingen av andra generationen av Anoto DNA (ADNA) och för att koordinera den strategiska tekniska utvecklingen av mikropunktsmönster.

Joonhee Won, VD, kommer fullfölja rollen som Chief Marketing Officer till dess en permanent ersättare har utsetts.

För ytterligare information, vänligen kontakta:

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About Anoto

Anoto is a publicly held Swedish technology company known globally for innovation in the area of information-rich patterns and the optical recognition of those patterns. It is a leader in digital writing and drawing solutions, having historically used its proprietary technology to develop smartpens and the related software. These smartpens enrich the daily lives of millions of people around the world. Now Anoto is also using its pattern, optics, and image-processing expertise to bridge between the analogue and digital domains through an initiative known as Anoto DNA (ADNA). ADNA makes it possible to uniquely and imperceptibly mark physical objects and then easily identify those individual objects using ubiquitous mobile devices such as phones and tablets. ADNA is enabling exciting possibilities for product innovation, marketing insights, and supply-chain control. Anoto is traded on the Small Cap list of Nasdaq Stockholm under ANOT.