

## Andreas Ericson adds strategic breadth and depth as new Head of M&A

Catena Media holds a leading position in the ever-growing lead generation and affiliate market, and is poised to grow further through M&A. The latest addition to the team is the new Head of M&A, Andreas Ericson. He brings a unique profile and solid experience to the table.

“With affiliates becoming increasingly present in consumers’ digital lives, Catena Media has some really exciting years ahead,” says Andreas Ericson.

### **With the experience to push forward**

As Head of M&A at several multinational companies, Andreas has led a variety of small to large-scale transactions across Europe, the US and Asia. Mainly digital.

“There are many touch points between Catena Media and my previous employers. To attract audiences, traditional media and telecommunications companies are increasingly migrating towards digital channels– which is where Catena Media already operates. A diverse knowledge of the sector will provide the perfect fit as we continue to grow,” Andreas continues.

### **Thirteen years of cutting-edge M&A work**

During his seven years at Kinnevik, MTG, he led efforts to build an e-commerce powerhouse, that was later demerged and listed on the Nasdaq OMX mid-cap. He moved to Catena Media from Telenor, where he managed transactions across the US, Asian and European markets.

“The best things about working with M&A is being able to make companies excel through acquisitions - on top of organic growth: meeting entrepreneurs, assessing the best fit and merging different company cultures. It is exciting and rewarding work that is constantly developing.”

### **The best of both worlds**

Andreas takes the view that Catena Media will continue consolidating, which will, in turn, mean more acquisitions, on top of the high pace already being maintained.

“I came on board because Catena Media is at an extremely interesting juncture – between a start-up and a large, established company. We have the culture, drive and momentum of a start-up, as well as a large company’s smooth-running operations, scalability and ability to grow organically.”

### **Up to the M&A challenge**

Andreas’ experience and expertise will provide invaluable help when selecting future acquisitions, in additional markets and in new verticals.

Welcome on board, Andreas!

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