

Press release

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Transcom levels up to accelerate growth

Appoints Marie Wedin as Chief Marketing & Communications Officer

Transcom is a leading customer care vendor for consumer brands in Europe and North America, with 28 000 employees across five continents. During the past five years, Transcom has gone through a radical repositioning, where a strengthened digital offering has attracted clients within fast growing industries such as e-commerce and technology. Together with operational improvements and investments in a cost efficient and competitive delivery, Transcom has embarked on a path of double digit organic growth and profitability.

As part of an accelerated growth ambition, Transcom is now investing in the global marketing organization, and adds Marie Wedin to Transcom's global leadership team as Chief Marketing & Communications Officer.

"Transcom has a strong momentum and wins new contracts from both new and existing clients. The market is growing fast, and we want to sharpen Transcom's positioning to be able to grasp all opportunities. Marie's strong leadership and deep experience within brand strategy, marketing, and solution development will be an enormous asset for Transcom and our clients", says Jonas Dahlberg, President & CEO, Transcom.

"I have a passion for forming a deep understanding of customer behavior and use this intelligence to create strong and loyalizing customer experiences. I really look forward to the opportunity to further strengthening Transcom's offering and work with some of the world's most trusted brands", says Marie Wedin, CMCO, Transcom.

Prior to Transcom, Marie held the position as Director, Marketing & Communications at Coop Sweden. She was previously the CEO of Spinn Action Marketing, and a partner at LynxEye brand consultants. Marie holds a master's degree from Stockholm School of Economics. Marie sits on the Board of Upplands Motor.

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About Transcom

Transcom is a global customer experience specialist, providing customer care, sales, technical support and credit management services through our extensive network of contact centers and work-at-home agents. We are 28,000 customer experience specialists at 50 contact centers across 23 countries, delivering services in 33 languages to international brands in various industry verticals.