



Press release

Cint adds Helene Stafferöd Westerlund as Chief Technology Officer

Global market research technology company continues its commitment to diversity and women in leadership roles with newest executive team member

STOCKHOLM – 05 March 2020 – [Cint](#), the technology backbone of the world's most successful insights companies, has added Helene Stafferöd Westerlund as Chief Technology Officer. Continuing on a significant growth trajectory, Stafferöd-Westerlund will be part of the company's executive team, heading up Cint's ambitious global technology objectives.

"Helene has an impressive track record working in the technology space, and she is a passionate leader who loves building successful companies, inspiring people and creating ground-breaking technology products that push the boundaries in their market," said Tom Buehlmann, CEO of Cint. "Her depth of experience will serve us well as we continue to pursue our technology strategy, bringing fresh thinking to initiatives and ensuring that we further cement our position as the technology backbone of the world's most successful insights companies."

In her new role with Cint, Stafferöd-Westerlund will oversee the company's global engineering teams. She will be instrumental in completing the platform integration initiative that resulted from Cint coming together with sample technology company, P2Sample, last year. As part of the executive team, she will help to set strategies for the company, and create the infrastructure needed for continued growth and innovation.

Stafferöd-Westerlund most recently held Chief Technology Officer positions at Instantor AB, a Swedish Fintech start-up, as well as SpecOps Software, a password security solutions company. Prior to this, she held a variety management, development and sales positions in the fintech and online gaming industries. She holds a Bachelor of Science in business economics and computer science from Stockholm University.

Underscoring Cint's commitment to diversity, with a higher than average percentage of women executives, Stafferöd-Westerlund joins other C- and EVP-level women leaders at Cint including Johanna Isander, Indie Blackwell and Karine Parsy.

For further information, please contact

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About Cint

Cint is a global software leader in digital insights gathering. The Cint platform automates the insights gathering process so that companies can gain access to insights faster with unparalleled scale. Cint has the world's largest consumer network for digital survey-based research, made up of over 130 million engaged respondents across more than 130 countries. More than 2,000 insights-driven companies - including Kantar, Zappi, GfK and SurveyMonkey - use Cint to accelerate how they gather consumer insights and supercharge business growth. Cint has a rapidly growing team across 14 global offices including London, New York, Stockholm, Los Angeles, Atlanta, Barcelona, Singapore, Tokyo and Sydney. (www.cint.com)