



NEXT UP!

# Partnerskap i fokus

PATRIK MODÉE, PARTNER ACCOUNT MANAGER

**PLAYIPP  
DIGITAL  
SIGNAGE**   
2025 *Summit*

STRONG COLLABORATION

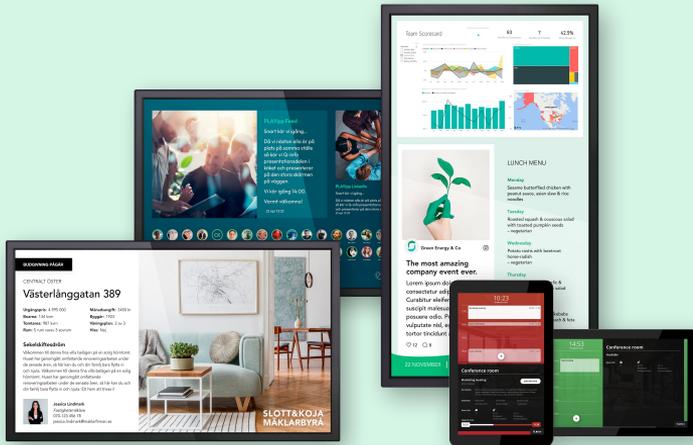
**Together** we have  
helped **776 customers**  
in the last year with  
their communication



# What now?

Continue to build an even stronger market position, together.

- ✓ Increase our touchpoints
- ✓ Be present
- ✓ Continuously build competence and expertise with partners
- ✓ Strong presence on SoMe with relevant content to increase visibility and awareness
- ✓ Actively participate in customer meetings and events together with partners
- ✓ Continue to promote PLAYipp through customer stories and references



# Accelerate growth **through** **partners**



## How?

- Build stronger connections
- Marketing activities
- Target list
- Existing customers
- New customers



# Target lists!

# Sales support

→ Extended sales team, including:

- ◆ Presale - tech & security
- ◆ Account Executive
  - New customers
- ◆ Key Account Manager
  - Existing customers
- ◆ Customer success



# Commercial team



Patrik Modée  
Partner Account Manager



Yasmin Lindström  
Partner Marketing Manager



Christian Brändholm  
Account Executive



Emil Lindblad  
Account Executive



Jenny Bohlenius  
Key Account Manager



Ida Berg  
Key Account Manager



Maria Lundberg  
Inside sales

We are **just** getting **started**