

Jays strengthens its commercial team

The Swedish audio developer Jays AB (publ) complements its commercial team with three key members in sales and business development in order to meet the market demands and build channel strategies regionally.

Martin Nilsson, Fredrik Sjölander och Christopher Danielsson have been employed by Jays with sales and business development as their main focus.

Martin Nilsson holds an MBA and has more than 15 years experience in sales and marketing, including the headphone industry. He comes from a position as Marketing Manager at Brunngård Group AB.

Fredrik Sjölander holds a Bachelor in Business Administration and has extensive experience in sales and retail. He comes from the position of Head of Retail & Online at Jabra.

Christopher Danielsson holds an MBA and has been working with sales since 2008, including several years in the mobile accessories and headphone industry. He currently holds a position as Senior Sales Manager at Jabra.

“Martin, Fredrik and Christopher have years of experience in sales and together with their varied areas of expertise in combination with their engaging commitment and ability to establish relationships, I am convinced that Jays will meet the current market demands.” Says Henrik Andersson, CEO, Jays AB (publ).

All new employees report to the CEO and will access their positions during November 2017 - January 2018.

For more information, please contact:

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JAYS is a global Swedish brand that exists to create engaging experiences based on a genuine belief in everyone's right to great sound. A JAYS product is a statement of true care for its user. Jays AB (publ) has a heritage of simplicity that permeates everything it does, and renders products that are intuitive, timeless and built to last. The company's promise is devotion to authenticity and rigorous attention to details through design and engineering excellence.

Jays AB (Publ) is listed on NASDAQ OMX First North in Stockholm, Sweden. Certified Advisor is Remium Nordic AB.