

Questback appoints SaaS veteran Sara Davidsson Nyman as Chief Revenue Officer

Sara Davidsson Nyman joins from top SaaS company Meltwater where she during her 11 year tenure helped grow Meltwater in France and later in EMEA

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With Sara Davidsson Nyman in the new role as Chief Revenue Officer (CRO), Questback is pushing forward on its commitment towards growth driven by a combination of new customer sales and strengthened relations with its already 1600 customers.

“I’m very delighted to have a fantastic leader as Sara with us. With Sara’s track record of achieving results while building strong culture, we are very pleased to have her on the team and I look forward to working together to take Questback’s sales efforts to the next level” says Saeid Mirzaie, CEO of Questback.

In the role of CRO, Sara will work closely with both Questback’s new sales teams and customer success teams to coordinate efforts in line with the company’s ambition to further strengthen its leading position in the Nordics and in expanding Questback’s presence in Europe.

“I’m very happy to join Questback in this exciting chapter of the company’s journey. I think that when people grow, the business grows and when the business grows the people grow. Looking at Questback’s recent developments I see the company’s growth agenda as a great fit with this mindset.” says Sara Davidsson Nyman, CRO at Questback.

As part of an European expansion, Questback is growing local teams in London, Amsterdam as well as Berlin while simultaneously strengthening the company’s presence in the Nordics.

“For me, it all starts with the people. Recruitment and culture will be the cornerstones in how we build out our sales capabilities to further advance our growth journey” says Sara.

Questback is a European leading provider of SaaS solutions for employee and customer feedback. The company was founded in 2000 and listed in August 2021 on the Euronext Growth exchange in Oslo. Find out more about Questback at [Questback.com](https://questback.com).

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