



Sinch announces changes to its management team

Stockholm, Sweden – 27 March 2025 – Sinch AB (publ), which is pioneering the way the world communicates through its Customer Communications Cloud, today announced that Chief Product Officer Sean O'Neal will leave Sinch to take up the position as CEO of a company in a different industry. Sean O'Neal originally joined Sinch as President of the SMB Business Unit, and took on the role as CPO as Sinch established its new operating model in early 2024. The company has initiated a process to recruit his successor. During the interim, Robert Gerstmann, Sinch co-founder and Chief Evangelist, will lead the product organization.

"I want to thank Sean for his contribution to Sinch over the past years, both in his former role as business unit leader and in the establishment of our new, Sinch-wide product function," comments Laurinda Pang, Sinch CEO. "Through our new integrated product organization, we are now better positioned to leverage our full capabilities and deliver enhanced value to our customers."

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About Sinch

Sinch is pioneering the way the world communicates. More than 175,000 businesses – including many of the world's largest tech companies – rely on Sinch's Customer Communications Cloud to improve customer experience through mobile messaging, voice and email. Sinch has been profitable and fast-growing since it was founded in 2008. It is headquartered in Stockholm, Sweden, with shares traded at NASDAQ Stockholm: XSTO:SINCH. Learn more at sinch.com.