

Press release

29 May 2024

Catena Media appoints Jasleen Kals as VP Product

Catena Media today takes another step forward in its transition to a product-first operating model with the appointment of Jasleen Kals as Vice President Product.

This new role further expands the core executive team that has been assembled in recent months to drive the company's turnaround and accelerate revenue growth in the second half of this year.

Catena Media Interim CEO Pierre Cadena said: "Jasleen has impressive experience in creating and building excellent products and we are delighted she is joining us. Her knowledge, leadership and drive will be central as we embed our new product-focused operating model across the organisation.

"The model will prioritise the development of our best-performing products and create superior user experiences as we position the business to deliver sustainable long-term growth. Jasleen will lead the evolution and growth of Catena Media's portfolio of outstanding assets and brands to enable us to unlock their full potential."

Based in California, Jasleen Kals is a customer-oriented product leader with a strong track record in building, iterating and executing product-led growth strategies at the senior level. She joins Catena Media from Fox Entertainment, where she was Executive Director of Digital Product and Strategy at the news and entertainment brand TMZ.

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About Catena Media

Catena Media is a leader in generating high-value leads for operators of online casino and sports betting platforms. The group's large portfolio of brands guides users to customer websites and enriches the experience of players worldwide. Headquartered in Malta, the group employs over 250 people globally. The share (CTM) is listed on Nasdaq Stockholm Mid Cap. For further information see catenamedia.com.