

Smartsign Appoints New CEO and CFO to Accelerate Nordic and International Growth

Smartsign, a leading digital signage software provider serving customers across 30 countries, today announced the appointment of Johan Masironi as Chief Executive Officer (CEO) and Erik Thörn as Chief Financial Officer (CFO).

Johan Masironi joins Smartsign with extensive experience in SaaS, AI, digital transformation, and commercial growth leadership. He most recently served as CEO and CPO at Assessio, where he led the company's transformation from a local consultancy-driven business into a European SaaS and AI platform. During his leadership, revenue tripled while maintaining strong profitability, and the company expanded from two to seven European markets.

Prior to Assessio, Johan held senior leadership roles within marketing, business development, and commercial strategy at companies including Swedbank, Tele2, Chimney, and SF Studios.

At the same time, Erik Thörn joins Smartsign as CFO, further strengthening the company's financial leadership and operational foundation. Erik most recently served as CFO at Göthes AB and previously held finance leadership roles at CTEK.

At Smartsign, Erik will be responsible for financial governance, reporting, and the continued development of the company's finance function together with the existing finance team.

Both Johan and Erik officially joined Smartsign on May 18 and will play key roles in the company's continued development across innovation, customer value, operational excellence, and international growth.

“Johan Masironi is an outstanding addition to Smartsign. His track record of building and scaling Nordic software companies, combined with his commercial drive and customer-centric mindset, makes him exceptionally well-suited to lead Smartsign through its next phase of international growth. Together with Erik Thörn joining as CFO, we are excited to see a strong new management team taking shape to drive the company forward.”

Carl Johan Kask, Investment Professional at Standout Capital.

Smartsign has a strong presence across the Nordics and international markets, serving customers across multiple countries and industries. Johan will work across the organisation with a particular focus on strengthening Smartsign’s Nordic and international growth agenda.

“What excites me about Smartsign is that digital signage is no longer just about screens. It is about helping organisations communicate better, faster, and more consistently across locations, teams, and customers. Smartsign has a strong product offering, an impressive customer base, and significant opportunities ahead as digital communication continues to evolve. I look forward to meeting customers, partners, and colleagues across our markets and continuing the company’s growth journey together.”

Johan Masironi, CEO at Smartsign

These appointments represent an important step in Smartsign’s ambition to further strengthen its position as a leading digital signage platform provider in the Nordics, with a growing international presence.

Contact and further information

Johan Masironi, Smartsign +46 72 070 85 84 johan.masironi@smartsign.se

Carl Johan Kask, Standout Capital +46 72 734 89 89 carljohan.kask@standoutcapital.com

About Smartsign

Smartsign provides digital signage software that enables organisations to create, schedule, and distribute content to digital displays, all with the goal of helping customers get their message through with ease. The company serves approximately 3,000 customers across 30 countries.

www.smartsignmanager.com

About Standout Capital

Standout Capital is a Stockholm-based private equity firm investing in growing Nordic tech companies. As an active owner, our mission is to support outstanding companies to grow and succeed. Standout Capital’s overall idea is to invest in digital transformation in business and society. The founders and investment team build on experience in entrepreneurship, investments, and finance.

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