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# Multitude SE: Aksels Neilands appointed as Chief Marketing Officer of SweepBank

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**Aksels Neilands appointed as Chief Marketing Officer of SweepBank**

**20 April 2022**

*As part of organising Multitude's fully regulated growth platform and strengthening the independent business units, Aksels Neilands will assume the role of Chief Marketing Officer (CMO) of SweepBank. As part of the move, Aksels will leave the current role of Multitude Group CMO and the Group Leadership Team.*

Aksels has been with Multitude Group for over 10 years in different roles and he felt that he wanted to have a change in his professional life, moving closer with the business and customers. To focus on the new role within SweepBank, Aksels will leave the current role of Multitude Group CMO and the Group Leadership Team. Aksels will start in his new role with immediate effect.

Multitude is a fully regulated growth platform for financial technology, and it enables a range of sustainable banking and

financial services to grow and scale. According to the current strategy, main marketing efforts with customers will be done on the business unit level. Therefore, there is no longer need for a centralized group marketing function. Instead, Multitude's communications and marketing efforts will be coordinated with a smaller team.

"With this transition, we will reorganize our marketing function, which will better serve and support the tribes in driving their business objectives. I would like to take this opportunity to thank Aksels for leading the group marketing function since October 2019, and for his valuable input and support as part of the Leadership Team since October 2020." says CEO and principal shareholder Jorma Jokela.

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**About Multitude SE:**

*Multitude is a fully regulated growth platform for financial technology. Its ambition is to become the most valued financial ecosystem. This vision is backed by +16 years of solid track record in building and scaling financial technology. Through its full European banking license, profound know-how in technology, regulation, cross-selling, and funding, Multitude enables a range of sustainable banking and financial services to grow and scale. Currently, it has three independent business units on this growth platform: Ferratum as consumer lender, CapitalBox as business lender, and SweepBank as shopping and financing app. Multitude and its independent units employ over 700 people in 19 countries, and they together generated EUR 214 million turnover in 2021. Multitude was founded in 2005 in Finland and is listed in the Prime Standard segment of the Frankfurt Stock Exchange under the symbol 'FRU.' [www.multitude.com](http://www.multitude.com)*

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