Palette Software Appoints New CEO for Global Expansion

Palette Software has been the leading vendor of software solutions for Accounts Payable in the Nordics for 20 years. The company has made significant investments in the last few years that have led to growth and positive financial results. The latest investment is in the recruitment of a new CEO, Mats Ferm.

Mats Ferm has over 20 years' experience in engineering and software, and has been Palette's VP of sales since October 2018. Commenting on his new role at the company, Mats says:

"Over the past few years, Palette Software has changed its delivery and business model to classic cloud, restructured the organization, acquired companies and shut down platforms from previous acquisitions. Today, we are ready to take our Purchase to Pay (P2P) offer to our main markets in the Nordics and our growth markets in Europe, North America and Australia."

"With our two strong product platforms, we serve businesses of all types and sizes, from the smaller companies to large global organizations. We attract new distribution channels and reach millions of companies striving for automation. We continuously recruit software developers to meet the demand of new integrations and features from our growth markets. Our potential for further growth is enormous."

Palette's latest acquisition in May 2018 was of fast-growing Centsoft, which had experienced rapid growth year over year. Since the acquisition, Centsoft has launched the software in five new markets. Christoffer Hartung, founder and CEO at Centsoft comments:

"I sold Centsoft to Palette Software as Centsoft's products complement Palette and together we were able to reach new segments of the market. In less than one year we launched Centsoft in five new markets which would have been impossible to achieve without Palette. Since Mats joined Palette Software as VP of sales in October, we´ve seen the best results we've ever had and I am confident he will successfully lead the globalization of Palette Software."

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About Palette Software
Palette Software is a market-leading vendor for financial process automation. Our solutions automate connecting and matching of purchase orders, invoices and contracts, on-premise or in the cloud. Our customers experience significant, measurable cost savings, productivity gains and operational excellence. All solutions are GDPR compliant and optimize financial management for more than 3,500 customers in 50+ countries. With 25 years of experience, Palette and its partners offer automation solutions for organizations of all sizes and business types worldwide. www.palettesoftware.com