



## **Patrik Gamryd New CEO at iProspect Sweden**

Stockholm, Sweden, May 11, 2007 --([PR.com](#))-- iProspect Sweden recruits Patrik Gamryd as new CEO. Patrik's most recent employment has been European sales manager at Tradedoubler.

"We are very excited about having done this top-recruit for our expansion in Search Engine Marketing. Patrik has the experience necessary to build a company with a strong growth, develop qualitative services and lead an organization where delivery is a great responsibility," says Göran af Klercker, CEO at Aegis Media in Sweden that owns iProspect.

iProspect in USA is one of the world's premier companies in Search Engine Marketing. The Swedish office will be a corner stone in the Nordic expansion, where offices in Denmark and Norway were recently launched and Finland is coming up next.

"I'm really looking forward to this. The market is growing fast. I can see many similarities with the journey I've done at my previous employment. It's about developing services as the technology and behavior of the consumers are changing. At the same time clients and partners must be able to make use of these business opportunities in an easy and safe way with secure deliveries. Using the iProspect network and our local competence we can be at the head of this development," says Patrik Gamryd.

"Search Engine Marketing is one of the most expansive areas in digital marketing and we will strive to develop Sweden's best services in Search Engine Optimization ([SEO](#)) and Pay Per Click ([PPC](#)) advertising. Patrik's job will be to make sure we are at the head of this development says Göran af Klercker," CEO at Aegis Media in Sweden.

Today search engine techniques are used by almost all consumers and companies regardless of for what purpose they use the Internet and other digital tools. The opportunities for companies making this a central part of the marketing are almost unlimited, says Patrik Gamryd.

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