



## **Tahzoo announces Erik Hällström as Chief Operating Officer**

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**Tahzoo LLC, a global Customer Experience/Technology organization announced today that Erik Hällström has joined the company as Chief Operating Officer.**

Mr. Hällström will be focusing on improving client delivery and financial performance across Tahzoo's global teams. He will also oversee Tahzoo's new software business division.

Brad Heidemann, CEO of Tahzoo welcomes Erik, "I am extremely excited to have Erik join the Tahzoo executive leadership team. We will benefit immensely from his experience, proven record of success and passion for customer service. More than ever, Tahzoo's growth opportunities abound as a result of our strong client base and product innovation pipeline. Erik's leadership of global services and technology solutions will help ensure we harness this potential and fully realize the growth opportunities before us."

A strategic technology entrepreneur, Erik built a series of innovative businesses in senior executive roles, including at Snipp Interactive, Vivoom, Lightbridge, Blue Ridge Partners and WorldSpace. He started his business career as a management consultant at The Boston Consulting Group, where he served global enterprise clients and incubated several ventures, innovating around emerging technologies. Erik holds an MBA from INSEAD and received M.Sc. degrees from the Royal Institute of Technology (Engineering) and Stockholm School of Economics (Finance). When he is not thinking about Tahzoo and its clients, Erik likes to reminisce about his adventures in the army and diplomatic service of his native Sweden and go globetrotting with his wife and daughter.

Erik Hällström comments on his new role, "Tahzoo is already a trusted digital transformation partner to some of the world's most admired brands. I am thrilled to be part of this outstanding team, pushing the frontier of contextually relevant and personalized customer experience with deep strategic insight, tightly integrated systems and innovative AI".

**About Tahzoo:**

Tahzoo is a global Customer Experience consultancy focused on creating and delivering digital experiences that make consumers happier every day. Tahzoo provides a full array of Strategic, UX and Technology Services including:

- **Audience Research** – Providing user insights for better engagement
- **Business Strategy** – Aligning business goals for better outcomes
- **Content** – Transforming language, imagery and content strategy
- **Data** – Bringing meaning to behavioral, transactional and performance data
- **Design** – Employing a Design Thinking philosophy for a more engaging user experience
- **Systems** - Architecting, implementing and integrating Martech platforms, systems and software
- **Support** - Providing ongoing support of systems and programs to optimize business outcomes

[www.tahzoo.com](http://www.tahzoo.com)

**Disclaimer:**

*This news release may contain forward-looking statements and information based on current expectations. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. There are no assurances for Tahzoo. Although such forward-looking statements are based on management's reasonable assumptions, there can be no assurance that such assumptions will prove to be correct. We assume no responsibility to update or revise them to reflect new events or circumstances, except as required pursuant to applicable securities laws.*

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