



Storytel names Carolina Corsello Senior Vice President Data and Insights

Storytel today announced that Carolina Corsello has been appointed as Senior Vice President Data and Insights. Carolina joins from the French music streaming platform Deezer where she was leading the data, research and insights teams for five years as VP of Data Analytics and Insights.

Carolina Corsello has an extensive background in building and developing global data and insights teams within the streaming industry. She joined the French online music streaming platform Deezer in 2016 where her most recent role was VP of Data Analytics and Insights. Prior to Deezer Carolina was working as a brand and communication advisor for the entrepreneurial investment company Kinnevik, as well as being the Head of Corporate Communication at Millicom.

“I am happy to welcome Carolina to Storytel’s senior leadership team. Carolina is an experienced leader with a strong track record from the audio streaming industry who will play an instrumental role in propelling the company to new heights in the realm of data and insights. I look forward to taking our analytical capabilities to the next level with Carolina onboard,” says **Johannes Larcher**, CEO at Storytel.

At Storytel, Carolina will build and grow a global data and insights team. Her key focuses will be leveraging data and research to help the Technical and Commercial areas to drive business growth, enhance user experience, and maintain a competitive edge for Storytel.

“If there’s one thing I’ve experienced first hand throughout my career, it’s that data is a key component to unlock the magic of storytelling. I am thrilled to take on this new role at a company that is leading and innovating the industry alongside talented individuals who share the same vision,” says **Carolina Corsello**.

FNCA Sweden AB is the Company’s Certified Adviser.

For more information, please contact:

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About Storytel

Storytel is one of the world’s largest audiobook and e-book streaming services and offers more than one million titles on a global scale. Our vision is to make the world a more empathetic and creative place, with great stories to be shared and enjoyed by anyone, anywhere and anytime. The streaming business within the Storytel Group is conducted under the brands Storytel, Mofibo and Audiobooks.com. The publishing business is managed by Storytel Books, and by the audiobook publisher StorySide. The Storytel Group operates in over 25 markets. The headquarters is located in Stockholm, Sweden.