**netmore**

# Netmore Group Adds Key Hires to Drive Global Growth

## New Additions Strengthen Netmore's Position as a Leader in Delivering IoT Connectivity for Massive Scale Deployments

**Stockholm, Sweden – (February 11, 2025)** – [Netmore Group](#), a leading global operator of IoT networks, announced today the addition of industry experts to its team, reinforcing its commitment to driving innovation, enabling scalable IoT deployments and meeting the growing demands of connected devices worldwide. These leaders bring extensive expertise in strategy, business development and technology, strengthening Netmore's role in delivering scalable cloud-based solutions in the IoT connectivity market.

"Massive IoT networks have the power to solve some of the most pressing global challenges—from reducing environmental impact and conservation of resources to improving quality of life," said Ove Anebygd, CEO of Netmore Group. "With our expanded team, Netmore is well-positioned to deliver scalable and sustainable connectivity solutions that create a world where connected devices work seamlessly to transform how we live, work and manage resources"

These additions to the Netmore team are aligned with three core areas of focus to support the company's rapid growth globally:

**Growth Strategy**

- **Frederik Oliver, Vice President & Head of Growth & Business Development** – Frederik joins Netmore following three years at Everynet, where he served as COO and later CEO, playing a pivotal role in scaling operations and leading the company through its acquisition by Netmore in late 2024. Prior to Everynet, Frederik was an Associate Partner at OC&C Strategy Consultants, where he worked for six years helping global TMT sector businesses grow and scale. With his expertise in strategy and partnerships, Frederik will oversee initiatives to maximize the commercial potential of Netmore's networks and drive innovative delivery models across key verticals.

**Sales & Business Development**

- **Antonio Terlizzi, Country Manager Italy & VP South East Europe** – Antonio brings extensive experience in IoT network growth and sales leadership, having previously served as Senior Vice President at Everynet, where he led the expansion of LoRaWAN®-based IoT networks across Europe and global markets. Before that, he held senior

leadership roles at Siemens/Gigaset, overseeing international sales operations and market development. With a strong track record in scaling IoT solutions and leading high-impact sales strategies, Antonio's expertise will be instrumental as Netmore accelerates its presence in key European markets.

- **Gustavo Zarife, Country Manager Brazil & South America VP** – Gustavo brings extensive leadership experience in IoT and telecommunications, previously serving as Country Manager for Brazil at Everynet, where he led the development of wholesale LoRaWAN networks. He has deep expertise in scaling IoT networks for large utility and asset tracking projects. He was directly involved on the efforts for the restricted radiation regulation, which enabled unlicensed LPWAN to become a real market in Brazil. At Oi, he managed the Innovation Program, driving partnerships with startups and working with groundbreaking projects, including the world's largest 4G RAN Sharing initiative. Gustavo has also held leadership roles in business management, strategic planning and process coordination, with expertise spanning IT, WiFi and retail.

**Technology & Products**

- **Helena Sanneblad, Head of Development** – As Head of Development at Netmore, Helena leads the international team advancing the company's IoT solutions, with a focus on scalability, performance and sustainability. She brings over 20 years of software leadership experience, including her work at Navico Group, where she led global teams delivering embedded technology for cloud and mobile platforms while ensuring high-quality standards. At Volvo Cars, she drove innovation in connected car services, and her roles at Kognic and NetEnt saw her managing large, multi-location teams to deliver complex technology solutions. Helena's expertise directly supports Netmore's mission to deliver cutting-edge IoT connectivity on a global scale.

- **Paolo Mangano, Head of Product Management** – Paolo Mangano, a technology leader with over 20 years of experience in IoT and telecommunications, combines a strong engineering foundation from Politecnico di Milano and CentraleSupélec with a proven track record of driving innovation. At companies like Jobrapido, BeMyEye and Bouygues Telecom, Paolo has led the development of scalable IoT infrastructures and advanced Industry 4.0 solutions. His expertise in IoT architectures, strategic innovation and team leadership will play a key role in driving the evolution of Netmore's solutions and expanding its technological capabilities.

Over the past 15 years, Netmore has achieved significant growth across Europe, bolstered by strategic acquisitions such as [Senet](Senet) in the U.S. and [Everynet](Everynet), which expanded its reach into critical markets in Europe and Latin America. These milestones have firmly established Netmore as a leader in delivering sustainable, high-performance IoT solutions that will redefine connected industries and enable smarter, more efficient resource management. Looking ahead, Netmore is focused on accelerating its global strategy by expanding network infrastructure, cultivating impactful partnerships, and driving innovation to address the increasing demand for IoT connectivity.

For more information about Netmore Group and its leadership team, please contact [info@netmoregroup.com](mailto:info@netmoregroup.com).

**About Netmore Group**

Netmore Group is an IoT network operator, building the leading multinational network to advance sustainable business practices. We offer a reliable network platform and leading connectivity expertise for efficient measuring, monitoring, and optimisation of resource use. With 10 years in the industry, we have a solid track record, operating borderless on the European market and have grown to become a leading global network operator. Netmore group's main owner is the Nordic infrastructure investor Polar Structure.

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