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Progrits strengthens its Transportation & Logistics offering – appoints Mikkel Leffers Svendstrup as CCO for Geopt

Progrits is strengthening its offering within Transportation & Logistics and has appointed Mikkel Leffers Svendstrup as Chief Commercial Officer (CCO) for Geopt – Progrits’ cross-company initiative focused on geodata, route and resource optimisation, and precision delivery.

In his new role as CCO, Mikkel will lead the commercial development of Geopt, an initiative bringing together three of Progrits’ companies: Geposit, TetraSoft and Dimaps. Through Geopt, the companies will jointly develop and package solutions based on established capabilities in geodata and advanced route and resource optimisation. The aim is to meet growing demand for digital tools that streamline logistics flows – from high-quality address data and intelligent route planning to improved delivery precision in last-mile and last-metre operations.

Alongside his role as CCO for Geopt, Mikkel will also take on the position of CEO of the Danish companies Dimaps and TetraSoft.

“Mikkel joins us at a time when we are accelerating the development of a more unified and competitive offering within route and resource optimisation. His experience of building and scaling SaaS businesses in international markets, combined with a strong commercial mindset, will be a key asset for our companies. This is a business area with significant growth potential, and Mikkel is the right person to drive the development forward,” says Björn Erlandsson, Deputy CEO of Progrits and Head of the Transportation & Logistics vertical.

Mikkel Leffers Svendstrup brings more than 15 years of experience in driving growth strategies, pricing, and international go-to-market execution within SaaS businesses. Most recently, he held the position of Vice President at the global software company Aceve.

“What attracted me to Progrits was the energy of the people and the opportunity to step into a dynamic growth phase where we are both building and accelerating – and where I can contribute by creating strong commercial teams and turning strategy into execution. I was also drawn to the transport sector, which is undergoing major change and facing a rapidly increasing need for advanced, specialised software solutions. I very much look forward to developing Geopt and strengthening our customers’ ability to operate more efficiently and accurately on the road,” says Mikkel Leffers Svendstrup.

About Progrits

Progrits is a leading software group comprising B2B-focused companies that develop and deliver mission-critical software and information services within Vehicle Digital Solutions, Transportation & Logistics, Public Mobility, and Integrated E-commerce. With approximately 330 employees and around 5,000 customers across 20 countries, Progrits focuses on delivering products and solutions that simplify everyday operations for its customers and their organisations.

Since 2023, private equity firm Axcel has been the majority owner of Progrits.

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