

Position Green Appoints Julia Staunig as CEO to Drive Next Phase of Profitable Growth

Malmö, Sweden. 21 August 2026.

Co-founder Daniel Gadd transitions to Board Member and Senior Advisor after ten years as CEO; COO Julia Staunig appointed successor.

Position Green today announced a planned leadership succession. Effective October 1, 2026, Chief Operating Officer (COO) Julia Staunig will become Chief Executive Officer, succeeding Co-founder Daniel Gadd after a decade at the helm.

The transition is a long-planned succession designed to ensure seamless continuity for Position Green's employees, customers and partners. Daniel will remain closely involved as Senior Advisor focusing on AI, Product and Tech strategy through 2026, before joining the Board on January 1, 2027, and remains a significant, long-term shareholder. After a decade of founding, scaling and leading Position Green through rapid market expansion and regulatory change, he has decided to step down as CEO with the company well-positioned for continued growth and profitability.

"Building and leading Position Green over the past ten years has been an extraordinary journey. Julia has been instrumental in driving our transformation as COO and possesses the vision and operational excellence needed to guide Position Green into its next phase of profitable growth. I look forward to supporting her in my advisory and Board roles."

– Daniel Gadd, CEO and Co-founder

"On behalf of the Board and Norvestor, I want to thank Daniel for his visionary leadership over the last decade. As we focus on profitable growth, the Board has complete confidence in Julia. Her strategic discipline and operational track record make her the ideal leader to drive the business forward."

– Joachim Nahem, Executive Chairman and Co-founder

"I am honored to step into the CEO role at such a pivotal moment. Under Daniel's leadership, Position Green has built an industry-leading platform and a talented team. Our focus remains on delivering high-impact sustainability solutions to our clients, strengthening our profitable growth foundation, and empowering our leadership team."

– Julia Staunig, Incoming CEO

About Position Green

Position Green is a leading provider of ESG software, advisory services, and learning solutions. Headquartered in Malmö, Sweden, the company enables organizations globally to measure, manage, and report ESG performance seamlessly. Learn more at www.positiongreen.com.

For media inquiries

Madeleine Weillid
Head of Marketing, Position Green
madeleine.weillid@positiongreen.com