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Award-winning creative joins Swegreen as Chief Marketing Officer

Swegreen has appointed Enis Püpülek as Chief Marketing Officer.

He assumed the role on April 1, 2026, and will lead the company's brand strategy and communications during a period of accelerated growth and increasing market visibility.

Enis Püpülek brings experience from some of Sweden's leading advertising agencies, including Forsman & Bodenfors, TBWA and McCann. He has played a key role in developing several of Sweden's most recognized campaigns and has received some of the industry's most prestigious awards, including the Guldägget and Cannes Lions.

Following a successful career in advertising, he chose to shift direction, focusing on natural sciences, wildlife management and sustainable societal development. In recent years, he has worked hands-on with nature conservation and public sector-related initiatives, experience he now brings into this role.

"We are evolving from a technology-driven company into a more distinct and market-facing brand. That requires someone who can drive change not only in how we communicate, but in how people think about food and production. Enis combines creative excellence with a deep and genuine understanding of sustainability," says Anders Eriksson, CEO of Swegreen.

The recruitment reflects Swegreen's transition toward a more market-driven approach, where communication plays a central role in establishing local food production as an integrated part of retail.

"My ambition is to work on projects that feel relevant and meaningful, where communication contributes to something greater. At Swegreen, I have the opportunity to combine my professional expertise with areas I have been deeply engaged in for nearly a decade. It feels both inspiring and purposeful," says Enis Püpülek.

Swegreen has also appointed Bellbird as its communications partner. The collaboration is led by senior advisors, including Anders Kämpe.

Swegreen develops and operates local, high-tech food production directly in stores and restaurants. With Enis Püpülek as Chief Marketing Officer, the company further strengthens its ability to build a clear, differentiated brand while continuing to scale.

"This is a strategic appointment. We are set to grow, take a clearer position, and remain consistent in what we stand for. Enis will play a central role in that journey," says Anders Eriksson, CEO of Swegreen.

About Swegreen

Swegreen is a Swedish agtech company and a pioneer in hyperlocal food production. The company develops and operates advanced cultivation systems that enable fresh vegetables to be produced directly in grocery stores, restaurants, hotels and other environments where food is consumed. Using hydroponic cultivation technology, Swegreen enables efficient year-round production of salads and herbs close to the consumer. By moving production closer to the point of sale, the need for transportation is reduced, water consumption is significantly lowered and no pesticides are used.

Swegreen's cultivation technology is scalable and can be integrated into a wide range of environments, from grocery retail and restaurants to hospitals and hotels where demand for fresh, locally produced greens is high. Demand for sustainable and locally produced food continues to grow rapidly, and Swegreen sees significant opportunities to scale the model to more markets and industries. Just as bakeries became a natural part of grocery stores decades ago, Swegreen now sees in-store grown vegetables emerging as a new feature in retail – a green bakery for fresh leafy greens.

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