



Storytel announces Ana Julia Ghirello as new GM of Expansion Markets and SVP of Global Partnerships

Storytel AB today announces Ana Julia “AJ” Ghirello as new General Manager of Expansion Markets and Senior Vice President of Global Partnerships. Ana Julia will drive Storytel’s growth in emerging markets like Latin America, Middle East and APAC, as well as contribute to the global growth of Storytel through strategic partnerships across all markets. In her most recent role, she served as Vice President of Partnerships at HBO Max LatAm.

Ana Julia brings more than 15 years of experience in subscription services and digital marketplaces. She has held multiple leadership positions within the TMT sector and streaming specifically, most recently as Vice President of Partnerships at HBO Max LatAm. Prior to joining HBO Max, she led Brazilian network Telecine’s D2C and over-the-top (OTT) offering.

“We are excited to announce Ana Julia as a new member of Storytel’s senior management team. Her solid experience from streaming and digital business models will be key for our continued growth in emerging markets, as well as for our important global partnership strategy,” says **Johannes Larcher**, CEO at Storytel.

As the new General Manager of Expansion Markets and SVP of Global Partnerships, Ana Julia will lead Storytel’s operations in LatAm, MENA and APAC. In addition, she will hold worldwide responsibility for Storytel’s partnerships including app-stores, telecom operators, fin-tech partners, and e-commerce providers.

“The world of audio stories is experiencing rapid global growth. With my experience from the streaming industry, I hope to continue to lead our growth in our expansion markets. Since much of my time the past few years has been devoted to different kinds of partnerships, I am excited to continue this path on a global scale. It is inspiring to join a global leader like Storytel with such a robust content library and loyal customer base. The future surely looks exciting, and I look forward to the journey ahead,” says **Ana Julia Ghirello**.

Ana Julia Ghirello will start her new position immediately.

FNCA Sweden AB is the Company’s Certified Adviser.

For more information, please contact:

Malin Lindborn, Head of Communications, Storytel Group
Tel: +46 735 33 17 70
Email: malin.lindborn@storytel.com

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.