



For immediate release

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PayiQ Invests in Future Growth after Corona

PayiQ is investing in future growth and developing its international business in these globally challenging times. PayiQ has strengthened its management team with the appointment of Mr. Shyam Sunder as VP of Global Sales and Mr. Pirkka Lankinen as COO.

Shyam Sunder has started as PayiQ’s new VP of Global Sales & Business Development. Mr. Sunder is an industry influencer in MaaS, public transit ticketing and connected automotive. He has over 15 years of experience in global partnerships and growth in Mobility and Automotive cyber security. He’s also a research specialist in MaaS on transit and aggregation platforms and has incubated early stage mobility start-ups in Silicon Valley and Europe. At PayiQ he will implement strategic partnerships, new international business, smart ticketing product enhancements and evolution, and VC investor roadshows.



Pirkka Lankinen has been promoted to Chief Operating Officer after working as Chief Delivery Officer at PayiQ. Mr Lankinen has over 20 years’ experience in project management, global team building and delivering software products. As PayiQ’s COO Mr. Lankinen is committed to effective leadership and partner success.



In addition, PayiQ’s Advisory Board has gained a new advisor, Mr. **Karri Salminen**. Mr. Salminen has over 30 years’ experience as director in media, telecommunications and IT companies. He has also served as a Chairman of the Board of Intelligent Transportation Society of Finland since 2009 and is a Member of the Board of ITMF Oy.



“These appointments strengthen our ITS and Mobility services in sales, increase the amount of knowledge in our company and keep us in the leading position of global ITS sector,” says PayiQ’s CEO **Tuomo Parjanen**.

PayiQ develops the award-winning Account Based Ticketing-as-a-Service platform *PayiQ TaaS®*. It enables smart cities, Maas and transport operators and event organizers to sell tickets through mobile devices and validate them. Tickets can be bundled into multi-modal trips or experiences combining transport, events and services. The platform also gathers data on usage and movement on behalf of the service provider to be used to improve customer experience and process efficiency. PayiQ is leading the way to a smarter and more user-friendly world of transportation.



More information about PayiQ Solutions and Technology Licensing:

Tuomo Parjanen
CEO
+358 500 528 295
tuomo.parjanen@payiq.net

PayiQ
Maariankatu 4 C
FIN-20100 TURKU, Finland
www.payiq.net



Microsoft
Partner



Gold Datacenter

International Offices:

PayiQ Russia
13 building 2 Oruzheiny lane, premise
VI, room 6
Moscow 125047, RUSSIA

Mrs. Elena Baidakova
Area Manager
info@iq-payments.ru
Tel: +7 911 908 26 57

PayiQ AB Sweden
Tegeluddsvägen 76
11528 Stockholm, SWEDEN

Mr. Juha Ritala
Sales Manager
juha.ritala@payiq.net
Tel: +358 400 819 027

PayiQ Middle East and Africa
Broadfolio MEA
P.O. BOX 390405
Dubai, UNITED ARAB EMIRATES

Mr. Kimmo Kytösaari
Area Manager
kimmo.kytosaari@broadfolio.com
Tel: +971 50 5580713