

Press Release  
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For immediate release



## **ANDREAS SAARI APPOINTED NEW CEO OF SLUSH – “WE WANT TO INCREASE MEETINGS AT SLUSH TENFOLD”**

Co-founder and CEO of Wave Ventures, the first student-run venture capital fund in the Nordics, **Andreas Saari** has been appointed as the new CEO of Slush – the world’s leading startup event. **Anton Backman** takes over as CEO of Wave Ventures. The new President of Slush is **Alexander Pihlainen**.

Both Saari and Pihlainen have several years of experience organizing Slush. Before taking on his current position, Saari has been in charge of Startup and Investor Operations and, most recently, program development at Slush. Pihlainen is the former CMO of Slush and has worked to take Slush global by, for example coordinating the Slush Flight project. The so-called “Nerd Bird” has been a running project to bring investors and startups from San Francisco to attend Slush Helsinki.

– The Finnish startup scene is currently in an exciting stage of development. We currently have a bunch of startups on our hands which show great promise. It’s only a matter of time when one of these will rise to become the next Supercell. Slush will do everything in its capacity to speed up this development, Saari comments.

– Slush has so far focused efforts to help startups find funding. This year, we will devote time to tackling other challenges that entrepreneurs face. In addition, we will continue to develop our global events and online platform, Pihlainen says.

Many startups have met their first investors at Slush and many use the event for further, efficient fundraising efforts. Enabling and facilitating these important encounters will stay in the core of Slush also in the future.

– We want to increase meetings at Slush tenfold this year, says Saari.

*Slush is the world’s leading startup and technology event. In 2018, Slush is organized in Helsinki on December 4–5. Globally, Slush is also organized in Tokyo, Shanghai and Singapore. In 2017, 20,000 attendees, 2,600 startups, 1,600 investors and 600 media representatives attended Slush Helsinki.*

**Further information:**

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