Press Releases

Checkin.com Appoints April Rae Mallord to Lead Expanded U.S. Market Effort in Response to Growing Commercial Interest

Veteran in identity market segment to focus on travel, fintech and gig economy businesses



STOCKHOLM and FAYETTEVILLE, Ark., July 9, 2024 – In response to increasing demand from the U.S. market, Checkin.com Group AB (CHECK:FN Stockholm) has appointed industry veteran April Rae Mallord as general manager for the United States. Checkin.com is the Swedish enterprise software company that is revolutionizing digital identity verification and onboarding of users in travel and fintech in Europe.

Mallord will lead the company's expanded commercial effort in the U.S. market including its product offering focused on the travel, fintech and gig economy industries. She has more than 15 years of senior management experience within sales, marketing, integrations and partnership development and has built startups either from the ground up or joined during the start of a hyper-growth phase. Before joining Checkin.com, she served as vice president of sales and business development for Zenworks' identity verification product.

"Checkin.com is a well-known and highly regarded provider of digital identity verification services throughout Europe," said Christian Karlsson, CEO, Checkin.com. "We've made the strategic decision to accelerate our U.S. market penetration and are fortunate to have been able to attract April to our team. She is an experienced senior executive who understands the U.S. market and is fully attuned to its needs."

Checkin.com is establishing a global internet standard for how users register, identify themselves and log-in online, collectively called "checkin." The company's advanced technologies and innovations offer a unique, end-to-end solution that reshapes how users are identified through AI-driven biometric and non-biometric technologies. The comprehensive framework gathers multiple specialized solutions that cover every aspect of a user's checkin experience. Checkin.com handles more than a million sessions on a monthly basis for a broad range of clients and international brands including Ryanair, Klarna, Telus and Playtech.

"Doing business on the internet can be quite challenging – particularly for companies in regulated industries where properly identifying customers and weeding out bad actors is both mandatory and critical," said Mallord. "As a digital native, I want the internet to be a safe space globally, for current and future generations. Checkin.com has the right suite of technologies, coupled with the vision and track record, to help its partners in the U.S. to securely manage and expand their businesses. I look forward to representing the organization and educating the market."

Mallord will work from Checkin.com's office in Fayetteville, Arkansas. She received her B.A. in marketing and computer information systems from Loyola Marymount University, Los Angeles. She received the Program Scholar Award for CIS and was inducted into the Business Honors Society, Beta Gamma Sigma, in 2009.

About Checkin.com Group:

Checkin.com Group creates shareholder value through capital efficient growth achieved by strong organic growth and strategic acquisitions. The Group's advanced technologies and innovations offer a unique end to end solution that reshapes how end users checkin with products and brands online. The comprehensive framework gathers multiple hyper specialized technologies that covers every aspect of an end user's checkin experience.

The company has its headquarters in Stockholm, Sweden, but operates and recruits globally to attract world-leading talent across the globe.

Checkin.com Group's share is since 2021 listed on Nasdaq First North Growth Market under the trading symbol "CHECK."

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