

**MENUPAY recruits new CEO from Saxo.com**

Danish FinTech company MENUPAY has appointed Jan Thisted Ettrup-Mikkelsen new CEO from October 1st. Thisted Ettrup-Mikkelsen comes from a position as Chief Commercial Officer for Saxo.com.

"We are pleased to have Jan Thisted Ettrup-Mikkelsen aboard with MENUPAY. Having been in charge of e-commerce at Saxo.com, one of Denmark's largest e-commerce platforms, he brings all the right experience. JanThisted Ettrup-Mikkelsen's mission will be to continue the impressive growth that we have experienced over the last 18 quarters. This will be achieved by activating even more of our business clients and their employees, making sure that they use our app when visiting our numerous quality restaurants", says Erik Lorenz Petersen, Board Chairman at MENUPAY.

Through the restaurant app with the same name, MENUPAY offers a B2B service handling 30,000 one-time transactions saving its clients almost DKK 6m in 2019. Over the last four years, MENUPAY has achieved well over 100 percent annual growth. With the new CEO leading the way, ambitions are that the number of transactions continues to grow at the same level over the coming years. Jan Thisted-Ettrup-Mikkelsen is up for the challenge:

"MENUPAY is an intriguing business with a strong concept. I am thrilled to be able to contribute with my experience within commercial development, user-activation, customer journey and data-driven business development. I look forward to helping the business grow further and attracting even more users to the platform", says Thisted Ettrup-Mikkelsen.

Jan Thisted-Ettrup-Mikkelsen has over 20 years experience within management, sales and marketing. In his last function for Saxo.com, he has ensured growth and development in addition to securing an absolute market-leading position for the company's core business. Additionally, he has been responsible for the commercial introduction of Saxo Premium which in a relatively short time has become one of the dominant subscription businesses in Denmark.

Jan Thisted Ettrup-Mikkelsen replaces Kim Lykke Sommer who after 5.5 years with MENUPAY has been offered a new position as Head of Sales Nordic for Tryg.

**For further information, please contact:**

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**About MENUPAY** ([menupay.com](http://menupay.com)) MENUPAY is a Danish FinTech company offering the leading restaurant app with payment, discount and loyalty solutions for businesses and its employees. In 2019 MENUPAY handled more than DKK 42m in restaurant revenue for the 600+ quality restaurants signed up for the service. More than 90,000 users have downloaded the MENUPAY app that gives instant discount offers of up to 30% of the representation costs for the 550+ companies that are clients of MENUPAY.