

Hanna Lerenius Appointed as Business Unit Director for Lime Sportadmin

19.12.2025 12:14:50 CET | Lime Technologies AB (publ) | Company Announcement

Lime Technologies appoints Hanna Lerenius as Business Unit Director for Lime Sportadmin. Hanna will assume the role in January 2026 and will lead Sportadmin's continued growth and international expansion.

Hanna Lerenius brings extensive experience from the tech sector with a focus on growth and new markets, both in B2B and B2C.

– I am thrilled to lead Sportadmin's future growth journey, both in Sweden and further into Europe. Being part of developing a platform that creates real value for sports clubs and members feels fantastic. My lifelong passion for sports – particularly gymnastics – makes this extra special, says Hanna.

Hanna succeeds Henrik Lehmann, who has been building Sportadmin from the ground up. The succession is part of a long-term plan for the next growth phase, where Henrik has chosen to take on a more product-oriented role within the organisation – the area he is most passionate about.

– We are delighted to welcome Hanna to Lime and Sportadmin. Henrik has done a fantastic job taking the business from idea to a market-leading position in Sweden. We are now entering an exciting phase where we will continue to dominate the Swedish market whilst accelerating our expansion across Europe – both organically and through acquisitions. Hanna's experience in internationalisation, business development, and her genuine passion for sports make her the right person to take Sportadmin forward, says Tommas Davoust, incoming CEO of Lime Technologies.

Contacts

- Jennie Everhed, Head of Communications & Investor Relations, +46 (0)720 80 31 01, jennie.everhed@lime.tech

About Lime Technologies AB (publ)

Lime helps businesses to become better at customer care. The company develops and sells digital products for development and management of customer relationships. Lime was founded in 1990 and has over 500 employees. The company has offices in Lund, Stockholm, Gothenburg, Malmö, Oslo, Copenhagen, Utrecht, Assen, Cologne, Helsinki and Krakow. Their customers include everything from sole traders to large organisations. www.lime-technologies.com

Attachments

- [Download announcement as PDF.pdf](#)
- [Hanna Lerenius och Henrik Lehmann.jpg](#)