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# PastBook announces Wouter Staatsen as its new CEO and Stefano Cutello as its Chief Product & Innovation Officer

A strengthened leadership team to take the company to the next level.



Amsterdam, 23 April 2020 - PastBook, the global platform for one click photo products, continues to execute on its growth plans and announced today several changes to its leadership team. PastBook is one of Europe's fastest growing companies, according to the Financial Times, and the winner of Deloitte Fast50 for the Media & Entertainment category.

**Wouter Staatsen** is a senior executive with proven track record in the online photo printing industry. He was the CEO of Albelli and Vice President at Cimpress. He has been engaged with PastBook since 2018 as board advisor.

*I am impressed by what Stefano and his team have built in the last years, reaching a global audience of millions of users, with PastBook's frictionless online photo book creation experience. There will always be a desire to capture, preserve and share your memories. But technology is fundamentally changing the way all of us are using photography. As the cost of taking pictures has gone down to almost zero, billions of digital memories are currently sitting idle on people's cameras or smartphones. It is our mission to turn digital memories into beautiful photo products, at the click of a button. I am excited to become a part of the PastBook team, a perfect mix of people passionate about photography and technology, dedicated to making you happy*

— Wouter Staatsen, PastBook Chief Executive Officer

**Stefano Cutello**, founder and CEO of the company since its inception in 2012 - former eBay tech lead and startup mentor for Founder Institute and Rockstart Accelerator - stays on board in a new role as Chief Product & Innovation Officer. As CPO, Cutello will lead the company product strategy and R&D.

*It has been an invaluable learning experience leading PastBook through the rollercoaster that brought it to where it is today: from a side project in my free time while I was still at eBay, to one of Europe's fastest growing companies with millions customers all over the world. I'm immensely proud and excited to pass on the keys of my not-startup-anymore to Wouter and work together with him and a strengthened leadership team to continue building PastBook success. With more time for me now to spend on Product strategy and Innovation, I can't wait to provide people with more effortless ways to relive their memories. Ad maiora!*

— Stefano Cutello, PastBook Chief Product & Innovation Officer

**Daniel Scheijen** - former country manager Benelux at Albelli, CMO at Tiqets, Commercial Director at Vacanceselect - recently joined as the new Chief Marketing Officer.

*PastBook's exponential growth in recent years of its high quality one-click photo products - so highly appreciated by our customers - have shown the potential to scale this global platform to the next level. I look forward to making that happen and I'm proud of being part of this new chapter in the PastBook story.*

— Daniel Scheijen, PastBook Chief Marketing Officer



## Wouter Staatsen

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## Stefano Cutello

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## PastBook

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### ABOUT PASTBOOK

**About the company:** <https://www.pastbook.com>

Founded in 2012 in Amsterdam by Stefano Cutello, as part of RockStart Accelerator, **PastBook** has been named one of the 'Hottest startup's in Europe" by Wired, won the Deloitte Technology Fast 50 in the category "Media & Entertainment" and made it to the Top 20 from the Financial Times list fo Europe's fastest growing companies. It has also been featured by Facebook as Success Story.

PastBook is on a mission to help people preserve and relive memories, that are nowadays scattered between social networks and devices, by offering the most frictionless experience to create beautiful photo products, in one-click.

PastBook's Intelligent Instant Photo Book platform automatically and intelligently selects the best photos from the designated source and it instantly arranges them into a beautiful photo product, like photo books, cards, posters, calendars - printed and shipped worldwide thanks to PastBook global printing network.



PastBook