

Executive Management

Dan Berglund / CEO



Dan Berglund is the CEO of Evoko Unlimited as well as Evoko's parent company, SMS Smart Media Solutions. He has run SMS since 1997 as what in literature is referred to as an Imaginary Organization (IO). Dan took the IO concept even further and deeper after having studied the concept closely during his EMBA-studies at the turn of the century. He really enjoys working together with others and the idea of leading a company without boundaries appeals to him. Dan sees the company as an enterprise of unlimited resources. He always tries to create win-win situations where each party contributes according to its ability and is rewarded in a manner which is fair in the long run. He had exactly the same IO-thoughts when he started Evoko Unlimited. Wanting to maintain the SMS clear brand offerings to the market, he builds Evoko as a new company and brand. Before he joined SMS and created the IO, he has worked in traditional organizations as Managing Director (4 years, BtB), Marketing Manager (3 years BtB), Project Manager (2 years, Ad Agency) and Product Manager (2 years BtC).

Richard Glückman / General Manager



Richard Glückman is the General Manager for Evoko Unlimited AB since December 2012. As the General Manager, he together with the Board and CEO, sets the strategies for future success and steers the company towards continued growth and profitability; with outstanding customer support, a globally recognized brand and a growing product portfolio of innovative products that gives pleasurable professional advantages in the modern business world.

Most recently, Richard served as a Business Analyst at Nordic Capital, one of the largest Private Equity firms in the Nordic region. There he was responsible for doing analysis on both macro and industry/sector level, as well as doing valuations and controlling of a number of Nordic Capital's portfolio companies. He started his career in 2009 as the CEO for a student run management consulting firm and in the summer of 2010 he did a management consulting internship at Accenture's Finance and Performance Management service line. Richard holds a B.Sc. in Business and Economics from the School of Business, Economics & Law, University of Gothenburg.