

Sleip appoints Anna Sörelius Nordenborg as Chief Operating Officer

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Sleip, the leader in AI-driven gait analysis, is thrilled to welcome Anna Sörelius Nordenborg as its new COO. With extensive leadership experience in and a lifelong appreciation for animals, she will help drive Sleip's mission to enhance horse welfare through pioneering technology.

Sörelius Nordenborg brings a proven track record of growing organisations and improving animal care. As Country Manager for AniCura Sweden, she oversaw the expansion from 20 to 45 clinics. Most recently she was CEO of the fast-growing group of International English Schools in Sweden. With a background in Engineering Physics from KTH Royal Institute of Technology, she combines technical expertise with a hands-on approach to leadership and a passion for improving animal care.

"Joining Sleip feels like coming full circle," says Sörelius Nordenborg. "During my time at AniCura, I had the privilege of working alongside exceptional animal healthcare professionals—smart people with big hearts. I'm excited to return to the animal healthcare space, this time with a focus on technology and innovation."

Sleip uses cutting-edge artificial intelligence and computer vision to advance horse welfare and performance analysis. With over 900 customers already benefiting from Sleip's solutions, the company is poised for substantial global growth.

"Animals have always been close to my heart, and Sleip's mission to improve horse welfare resonates deeply with me," she adds. "This product has the potential to shape the future of equine care. I'm also incredibly impressed by the passion and expertise of the Sleip team, which includes seven PhDs."

Sörelius Nordenborg's leadership will focus on scaling Sleip's operations and ensuring the company's technology reaches veterinarians and the care teams around horses worldwide.

Fun fact: as the daughter of an orthopaedic surgeon, hang-gliding and horseback riding were the only two sports she was never allowed to do as a child. Joining Sleip might be the perfect time to change that!

A leading company in AI-based gait analysis, Sleip is dedicated to improve equine welfare through innovative technological solutions. Headquartered in Stockholm, Sweden, Sleip is the trusted partner of top equine veterinarians worldwide, from large clinics to solo practitioners. Learn more at sleip.com

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