

## Digital Single Market

# Daniel Ek

Spotify



[1]

Daniel Ek, is a serial entrepreneur and leading technologist who started his first company in 1997 at the age of 14. Born and raised in Stockholm, Sweden, Daniel Ek is CEO and co-founder of Spotify. Prior to Spotify, Daniel founded Advertigo, the online advertising company acquired by TradeDoubler, and has held senior roles at Nordic auction company Tradera (acquired by Ebay). He served as CTO at Stardoll, the fashion & entertainment community for tweens.

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