

## **GoWish appoints ex-TikTok GM Rich Waterworth as its new Chair and Co-founder Mads Dahlerup as its new CEO**

Following recent investment by London-based private equity firm Capital D, Rich Waterworth, TikTok's former General Manager for EMEA, has been appointed Chair of GoWish, while Co-founder Mads Dahlerup becomes the wishlist platform's new CEO. Together, the duo aims to accelerate the expansion of the Scandinavian-born social shopping phenomenon, which has just exceeded 3.8 million American users, in a bid to corner the USD 700 billion p.a. global social shopping market through embracing Gen A and Z's favourite social media platforms.

**Copenhagen/London, 20<sup>th</sup> May 2025** - To further its global rollout, Scandinavian social shopping phenomenon and wishlist platform [GoWish](#) has named TikTok's former EMEA General Manager [Rich Waterworth](#) as its new Chair and Co-founder [Mads Dahlerup](#) as its new CEO. The move follows [a recent share acquisition and investment by London-based Capital D](#), a next generation European mid-market private equity investor, and marks a significant step forward in empowering the Danish-founded wishlist platform's ambition to corner the global social shopping market, an estimated [USD 700 billion p.a. industry](#).

Rich Waterworth is a seasoned industry executive having operated at the intersection of tech and multimedia for several decades, where he has previously headed EMEA marketing for YouTube for nine years until 2019, before spending the next five years as General Manager for TikTok in EMEA, where until 2024 he was responsible for business management and growth in the region.

*"I'm thrilled to join GoWish at such a pivotal moment. With its roots as a Scandinavian success story and a clear vision to redefine gifting, GoWish is uniquely positioned to lead the next wave of social shopping globally. I look forward to helping accelerate GoWish's journey to becoming the go-to platform for wishlists and gifting worldwide",* says Rich Waterworth, incoming Chair of GoWish.

### **Beginnings as a state-sponsored digital campaign**

Initiated in 2015 by the Danish-Swedish national postal services [PostNord](#) as '[Ønskeskyen](#)', an online state-sponsored digital wishlist campaign, GoWish is today an independent and privately held tech company trusted by more than 10 million users worldwide to fulfil hundreds of thousands of wishes every single day and make double gifting, unspent gift cards and returns a thing of the past. With appx. 3.3 million users in its native Denmark – or half of the country's population – and currently 3.8 million users in the US, GoWish is both a market leader at home and a social shopping phenomenon spreading quickly throughout the world with a mission of "fixing gifting", aiming to become a "global genie" of e-commerce by predicting future consumer trends across generations from A to Z - an ambition that Mads Dahlerup as the company's new CEO is set to accelerate with Rich Waterworth:

*"We are excited to welcome someone of Rich's calibre and background to GoWish. His impressive track record of driving strategy and marketing for some of the world's largest tech, and multimedia content brands, will be an invaluable asset as we accelerate our growth journey. His expertise is well aligned with the social shopping space and building increased recognition with Gen A to Gen Z*

audiences. He joins at an exciting time for the entire team, following the recent investment from Capital D.

*"I also want to personally thank Casper Ravn-Sørensen for the incredible job he has delivered to date in leading the team to establish GoWish as the Scandinavian market leader for social gifting and the globally recognised platform it is today. We look forward to continuing together, with Casper focusing on driving our international growth strategy – especially in the US, as we aim to fulfill our ambition for GoWish to become the leading platform for social shopping,"* says Mads Dahlerup, Co-founder and incoming CEO of GoWish.

### **Owning the gateways for Gen A to Z through social media**

Casper Ravn-Sørensen is handing over the reins to Co-founder, Mads Dahlerup, after five years where GoWish, Ønskeskyen and associated platforms have seen a five-fold rise in EBITDA to USD 3 million from 2021 to 2023 and revenue CAGR of 55% with an estimated buyer intent value of USD 5 billion.

Casper will continue to support GoWish's commercial journey as Chief Growth Officer (CGO) as the tech company enters its next phase to become a go-to platform for consumers to find, organise and share their wishlists globally. Meanwhile, merchant partners will be able to predict future consumer trends and own the gateways for Gen A to Z via GoWish's unique partnerships with both [TikTok](#) and [Snapchat](#), as noted by [Casper Ravn-Sørensen](#) in his recent column with [Forbes](#).

*"I'm happy to hand over the leadership baton to Mads as it carries on our entrepreneurial spirit whilst GoWish transitions into the next phase of our journey. I am looking forward to taking on my new role as Chief Growth Officer, with maximum focus on stimulating GoWish's growth globally, which will go hand in hand with our social media partnerships that have proven essential to captivate the attention of tomorrow's consumer groups",* ends Casper Ravn-Sørensen, Co-founder and incoming CGO.

—ENDS—

**Contact** • For further information, please reach out to one of the following:

**For Capital D:** [CapitalD@Montfort.London](mailto:CapitalD@Montfort.London)

**For GoWish:** [press@gowish.com](mailto:press@gowish.com) or [nic@rossen.com](mailto:nic@rossen.com)