



Sara Therner

Digital Brand Consultant and Business Developer

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📍 Malmö

ABOUT SARA THERNER

Sara joined Zacco in September 2024 as Digital Brand Consultant and Business Developer. She specializes in corporate domain name management, online brand protection, and digital brand strategy.

Before joining Zacco, Sara held the position of Head of Intellectual Property at one of the leading open-source hardware and software platform, where she further developed her expertise in intellectual property and digital brand strategy.

At Zacco, Sara helps clients protect and enhance their digital assets by applying her strategic and practical expertise. She champions the importance of enhancing brand security through proactive domain management.

AREAS OF EXPERTISE

Services

- Anti-Counterfeiting
- Corporate Domain Management
- Digital Brand Disputes and Enforcement
- Digital Brand Due Diligence
- Digital Brand Workshop & Policy
- Domain Name Acquisitions
- Email Security
- IP Portfolio Management
- IP Strategy Development
- IP Strategy Implementation
- Online Brand Protection
- Software licensing and open source

Technical field

- Electronics
- Internet of Things (IoT)

Industry expertise

- IT & Software