



PRESS-RELEASE

New sales channels and intensification of market communication: JENTIS brings on Christine Heeger as director of e-commerce and marketing

Vienna, July 14, 2022 - JENTIS continues to grow and strengthen its team. The latest addition to the ranks of the web tracking and data privacy compliance specialist is Christine Heeger, who is now responsible for expanding marketing activities and opening up new sales channels for JENTIS technology in the newly created position of Director E-Commerce and Marketing. Heeger joins JENTIS from the Red Bull Group and reports in her new role to Klaus Müller, Co-CEO JENTIS.

Christine Heeger has many years of marketing and e-commerce expertise from management positions in companies in the media, telecommunications and FMCG/sports industries. Born in Vienna, she started her career in journalism, first as news editor at news.at and then in the department management of the lifestyle magazine E-Media (both Verlagsgruppe News). In 2002, she switched from the media to the telecommunications industry and joined Hutchison 3G Austria. There, she was primarily responsible for the expansion of services, content and services of the mobile portals as well as portal marketing. For the past nine years, the digital expert has been working in the e-commerce division of Red Bull and was in charge of the successful development of the online store Servus am Marktplatz, the event location booking platform of the Mateschitz Private Foundation and the digital store presence (B2B and B2C) for Red Bull's own coffee brand Afro Coffee.



PRESS RELEASE

"JENTIS has ambitious growth plans. As a young company, it is all the more important for us to be able to rely on a highly professional team to implement our roadmap. With her track record and her comprehensive marketing and e-commerce expertise, Tine will make a significant contribution to the continued success of JENTIS and help us to strengthen and further expand our perception on the market and our market position," says Klaus Müller, Co-CEO JENTIS, about the team reinforcement.

Über JENTIS

JENTIS is the European tech pioneer in server-side tracking and data compliance specialist for digital business.

The Vienna-based Austrian startup has developed an innovative web technology that provides website operators (publishers and e-commerce companies) with greater data quality and data sovereignty while maintaining full data privacy compliance. The SaaS solution delivers 30 to 50% higher data quality to common web analytics tools and advertising systems and, as a compliance tool, enables GDPR-compliant use of even non-European martech and adtech solutions in data-driven business.

JENTIS customers include Albertina, Egger Group, Giesswein, Heise Verlag, Humanic, Pixum, Santander Consumer Bank Austria, Tirol Werbung and XXXLutz.

PRESS SERVICE

Media representatives can obtain press information and royalty-free images from the press contact below.

PRESS CONTACT

< elias communications >
Nadja Elias
Schulstraße 31
D – 80634 München
Tel.: +49 (0)89 15890306
E-Mail: presse@jentis.com