



Claas Sandrock to become Managing Partner Innovation

Claas Sandrock (50) will join Oliver Minasso and Georg Stahl as a new Managing Partner at UNICEPTA Medienanalyse GmbH. As part of this newly created position, he will be responsible for innovation and IT, effective January 2016. Another focus will be customer service.

Sandrock comes to UNICEPTA from the international communications consultancy Brunswick, where he has been a partner since March 2011. Before that, he was head of communications at Beiersdorf AG and E-Plus Mobilfunk GmbH.

Together with the Managing Partners Georg Stahl and Oliver Minasso and the Management Board (Theres Essmann, Michael Matern and Sebastian Rohwer), he will work on ways for UNICEPTA to harness the opportunities of the progressing digitization for its customers. Sandrock will also be responsible for furthering the international expansion of the company, as well as developing new products and target groups.

“UNICEPTA is a successful and extraordinarily well-managed company, that adapts very precisely to the needs of its customers and recognizes trends early,” Sandrock said, explaining his reasons for the change. “Total customer focus and a successful digitization are key success factors. I am very much looking forward to further developing the company alongside my new colleagues.”

“We are very lucky to welcome Claas Sandrock in our company,” Georg Stahl commented. “During his career so far, Claas Sandrock has spent a lot of time and energy on the topics of innovation and leadership, both of which are becoming ever more important to our customers in the context of the digital transition.”

UNICEPTA creates its services in the core business areas Media Monitoring and Analysis consistently according to customer demand and develops new services in the area of Business & Market Intelligence.

UNICEPTA is on a path of growth. In the current fiscal year (ending September 30, 2015), the company has projected a revenue increase of 18% to EUR 27 million. The number of employees has grown by around 100 since October 1, 2014 to now 600, a development that is also due to the successful development of our branch offices in Washington DC and Shanghai.

About UNICEPTA

UNICEPTA Medienanalyse GmbH is a leading global provider for monitoring, media analysis, research competence and communication consulting services. Around 600 experts continuously structure the news flow – both around the clock and around the world. UNICEPTA compiles and presents highly relevant information from print and online media, TV, radio and social-media sources. This day-to-day work serves as a platform for the company to provide analysis and research-based advice for issues related to strategic communication.

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