

UNICEPTA expands managing board

Frank Fuhrmann will be responsible for account management and sales

As of September 1, 2019, Frank Fuhrmann (50) will join UNICEPTA's management board as a new Managing Partner. He will be responsible for account management and sales. "We want to fine-tune our customer service to even better meet our customers' desires," says Managing Partner Claas Sandrock. "No matter where in the world and how a customer uses our services – account management and sales should be optimally prepared for any eventuality. That's why we're very pleased to have gained Frank Fuhrmann, an experienced and versatile entrepreneur and manager, for this shared goal."

Fuhrmann joins UNICEPTA from Finnish company Fonecta, a provider of digital marketing services for business customers, where he served as Chief Commercial Officer. His earlier roles include that of Managing Board Member, Sales and Marketing, at Ihle (an international tire wholesaler, now Michelin), and Director of Sales and Marketing at Lexus (Toyota). He started his career in mobile communications. Throughout his career, he oversaw the structured expansion of sales and customer support in the context of digital marketing and the digitalization of services.

UNICEPTA's management board team now consists of Theres Essmann, Frank Fuhrmann, Sebastian Rohwer, Claas Sandrock and Georg Stahl.

About UNICEPTA

UNICEPTA is a global service provider of Smart Media & Data Intelligence. Our core competences are Analytics & Insights, Media Monitoring and Digital Information Management. As an innovation leader, UNICEPTA provides best insights for successful decision-making: Smart insights. Strong performance. With AI-driven technology and more than 700 analytics experts, we analyze all available data from around the world across virtually all media channels, including social, online, print, and broadcast. We can access these and other data sources in real-time, at any time you desire. The high-quality analyses and insights serve international companies and organizations in their decision-making processes, both on management level as well as in communications and marketing. UNICEPTA's offices are located in Berlin, Cologne (headquarters), Krakow, Shanghai, Washington DC and Zürich. An office in London will be opened in September 2019.

Press Release
22. August 2019

UNICEPTA

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