

UNICEPTA expands management board

Theres Essmann (Client Development, Insights) and Sebastian Rohwer (Technology & Content Management) reinforce the management board

UNICEPTA has expanded its management board effective October 1, 2017. Within the management team, Theres Essmann is responsible for Client Development and Insights, while Sebastian Rohwer is in charge of Technology & Content Management. Together with Oliver Minasso, Claas Sandrock and Georg Stahl, they steer the internationally operating company, which is market leader in Germany and innovation leader on the international level.

“The expansion of our management team reflects UNICEPTA's strong growth, but also our aim to offer our customers even more innovative services in the future”, says Georg Stahl. “Customers are to benefit even more from the opportunities provided by the digitalization of media and enjoy even more intensive, personal support.” Customers are increasingly turning to UNICEPTA when it comes to technologically driven change, explains Theres Essmann. “Therefore, it makes sense to include the fields of Client Development and Technology & Content Management into management.”

Theres Essmann, former managing director at Cision, joined UNICEPTA in 2008 and has been essential for the company's leap to become a leading provider of global media analysis. Since 2016, she has also been responsible for the newly founded Client Development division, which ensures customer service in cross-divisional teams.

Sebastian Rohwer has been familiar with UNICEPTA since the company's very beginning. He joined the company in 2005 and held all positions from project manager and team leader to head of the Media Monitoring division. As managing director, Technology & Content Management, he is in charge of UNICEPTA's technological development and Digital Consulting.

Über UNICEPTA

UNICEPTA Medienanalyse GmbH is a leading global provider for monitoring, media analysis, research competence and communication consulting services. Around 700 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.

Contact

UNICEPTA Medienanalyse GmbH
Salierring 47-53
50677 Cologne

Georg Stahl
Tel.: +49 (0)221 99 02-143
georg.stahl@unicepta.com

www.unicepta.com