

London, 08 June 2013

**Mercateo establishes structures to accelerate growth****Siegfried Hakelberg is Mercateo's new Head of Sales**

**In response to strong growth in market demand, Mercateo AG is increasing its sales capacity. Siegfried Hakelberg has joined the procurement platform's management team in the newly created position of head of system customer sales. The former sales manager at Hahn+Kolb Werkzeuge GmbH and most recently at Wollschläger GmbH is to draw on his experience in scaling B2B sales structures to help accelerate the future growth of Mercateo.**

The new head of sales, Siegfried Hakelberg, who is well-known to the industry, can look back on over 25 years of experience in scaling B2B sales structures. In his previous roles at Hahn+Kolb Werkzeuge GmbH and Wollschläger GmbH, Siegfried Hakelberg developed and managed large national sales organisations.

‘Demand for our digitalisation services for efficient procurement processes is growing amongst both large corporations and SME - A clear affirmation that we are doing a lot right. One key factor in our growth is our system customer sales division and the excellent customer service that it offers. Customers will continue to expect that level of quality from a team ten times the size. Siegfried Hakelberg is just the right addition to our team as we seek to consolidate and continue growth’, said Mercateo's director Dr. Bernd Schönwälder.

From the perspective of a supplier, the new head of sales already has years of experience with the procurement platform. Hakelberg said, ‘I have been appreciating Mercateo for many years as an increasingly important partner. Everyone on the market knows that digitalisation pressure will bring about fundamental changes in purchasing relationships and behaviour. Mercateo has secured the pole position in Europe and the race is definitely on. When you are offered the chance to work for such an innovative company, the decision is an easy one.’ The trained engineer was most recently head of national sales at Wollschläger GmbH & Co. KG. He previously worked for over twenty years at the international tool wholesaler Hahn+Kolb Werkzeuge GmbH, initially as regional sales manager. In 2005, he was appointed to the management board as the head of national sales. He was responsible for a range of sales segments and for system customer sales for client solution integration.



Siegfried Hakelberg, Head of Sales, Mercateo AG

*[Foto: Mercateo]*

### **About Mercateo**

Mercateo is Europe's leading e-procurement platform for business customers. At [www.mercateo.co.uk](http://www.mercateo.co.uk), companies in the UK can order from a wide range of products, including office material, IT and industrial supplies. The offering covers general business needs as well as specialist commercial requirements, stretching to include exotic product categories. The customer base includes Freelancers, small and medium-sized enterprises as well as international corporations. In addition to the standard range of products, companies can also integrate their own framework agreement suppliers on a customised basis and use a modular system of e-procurement functions. These include catalogue hosting, personalised views and product labelling.

In addition to the UK, Mercateo is present in more than ten European countries. In 2014, turnover totalled 160 million Euros, with an average annual growth rate of over 25 % in the last five years.

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