

## Jens Dissmann and Mathias Ottitsch reinforce Mercateo

### New executives for new tasks

**Leipzig, 25 July 2018 – Mercateo, the operator of Europe’s largest B2B marketplace and the B2B networking platform Mercateo Unite, expanded its management team with Jens Dissmann and Mathias Ottitsch in July 2018. Both will take care of central duties within the continuously growing company in the future.**

“The market is become more and more multifaceted thanks to networking. As market participants, manufacturers, customers and suppliers now play several roles simultaneously,” says Mercateo managing director Peter Ledermann, “We thus have to take a holistic view of the market in order to be able to offer every participant a solution in his various roles. We have recruited two proven executives to our team to allow us to react in an agile, targeted manner to the ever new requirements in digital retail.”

As Head of Segment Management, Jens Dissmann will coordinate and align the various distribution channels so that market participants can better exploit the benefits of mutual networking via Mercateo Unite. In doing so, they benefit from easy digital market access. Jens Dissmann most recently expanded the reseller network for Microsoft and sought promising developers and start-ups for the company. He himself founded the opinion platform amiro and after its merger with ciao.com, was the chairman of one of the Internet’s largest consumer platforms. He explains what makes Mercateo so attractive to him: “With our technology, we have the unique opportunity to set a global standard that allows market participants to network with each other so that all market participants have maximum reach available to them while minimising the process costs for transactions. Our technology knows no boundaries, neither systemically nor geographically.”

As Head of Platform Management at Mercateo, Mathias Ottitsch will implement the platform strategy so that Our technology knows no boundaries, neither systemically nor geographically. He worked most recently as COO for the listed online company Marley Spoon. Before that, he integrated southern European retail organisations into a logistics network for Amazon. Mathias Ottitsch gained well-founded B2B experience as Vice-President in signalling technology at Bombardier and in supply chain management for circuit board manufacturer AT&S. “With the B2B procurement platform, Mercateo has a proven track record in Europe. My aim is to support Mercateo Unite strategically so that it becomes the world’s leading B2B networking platform,” says Mathias Ottitsch.

**About Mercateo**

Mercateo combines the benefits of a B2B marketplace and a networking platform. Purchasers, suppliers, manufacturers and service providers connect up their systems via this infrastructure and handle transactions digitally with each other, regardless of their previous degree of digitalisation. Purchasers and suppliers thus make their business processes more efficient through standardisation and at the same time benefit from a wide range of products and direct relationships with their partners: purchasers receive an individually tailored offer. Suppliers tap into new target groups or focus more intensively on existing customers, thus meeting the expectations of customers with regard to efficient purchasing processes and service.

In addition to the networking platform Mercateo Unite, which positions itself neutrally between suppliers and purchasers in the B2B sector, Mercateo has been operating what is now Europe's largest B2B marketplace since 2000. Mercateo increased its turnover to 250 million Euro in 2017. The company has more than 500 employees throughout Europe and is currently active in 14 countries.

Press release and images to download:

<http://www.mercateo.com/corporate/presselounge/pressemitteilungen/neue-fuehrungskraefte-fuer-neue-aufgaben>

More information about Mercateo:

<http://www.mercateo.com/corporate/>

More information about Mercateo Unite:

<http://www.unite.eu>

**Press contact:**

Mercateo  
Julia Rau  
Corporate Communications  
Tel.: +49 341 35 58 6154  
E-mail: [presse@mercateo.com](mailto:presse@mercateo.com)

Bachinger Öffentlichkeitsarbeit  
Wolfgang Exler-Bachinger  
Löwengasse 27 L  
60385 Frankfurt am Main  
Tel.: +49 69 9 55 27 50  
E-mail: [w.exler-bachinger@bachinger-pr.de](mailto:w.exler-bachinger@bachinger-pr.de)