



PRESS RELEASE

Benjamin Pantke joins trbo as Chief Revenue Officer

Munich, October 9th, 2018 - trbo is getting top-class reinforcement: with immediate effect, sales and startup expert Benjamin Pantke will take over the position of Chief Revenue Officer (CRO) at the Munich-based technology company.

As CRO at trbo, the 32-year-old will be responsible for sales and business development in the future. In addition, he will continue to develop and drive forward the corporate strategy with a view on additional development perspectives.

Pantke studied economic computer science and brings along many years of experience as a sales expert and COO. Most recently, Pantke acted as an independent consultant for start-ups and SMEs in the areas of sales and company scaling and trained university graduates as sales managers. Prior to that, he worked for Ve Interactive DACH for five years. As a Senior Sales Manager and one of the first employees, he helped establish the DACH branch of the London-based technology company. As Chief Operating Officer at Ve Interactive DACH, he managed the company's operational business in the DACH market and was responsible for the sales and go-to-market strategy, partnerships and the corresponding reporting processes and KPIs. Other stations in his career include XING Events, PROFI Engineering and IBM.

"With Benjamin Pantke, we have been able to recruit a proven expert for our company. His many years of experience in the industry will help us to continue and expand the growth of the current year in the coming years," says Felix Schirl, Managing Director of trbo.

"trbo offers a very innovative product in the field of onsite personalization and onsite optimization. The growth potential is great and I am looking forward to work with this strong team and taking trbo to the next level," comments Benjamin Pantke.

About trbo

trbo GmbH is a Munich-based technology company founded in 2013. With its cloud-based communication tool, the company enables online shops and websites to address visitors individually - onsite, in real time and fully automated. A self-learning algorithm analyzes user behavior based on around 50 visitor characteristics. This data then allows a targeted delivery of various layers in the design of the online presence, which demonstrably optimize the shopping experience of website visitors. For website operators this means: increased user engagement, lower bounce rates, better conversion rates, fuller shopping baskets and thus higher turnover. trbo's customers include limango, Galeria Kaufhof, FTI Touristik, HBC, Lodenfrey, mydays, Triumph and Thomas Cook AG. The business of trbo GmbH is run by Felix Schirl.

Press contact: Anh Nguyen, T: 089-46 133 46-12, a.nguyen@cocodibu.de