



Press Release



Frank Hassler becomes new CEO of censhare AG

As of March 11, Frank Hassler will take over the chair of the executive board of the supplier of Universal, Smart Content Management.

The Supervisory Board of censhare AG has appointed Frank Hassler (46) as new Chief Executive Officer (CEO). From March 11 onwards, he will lead the company, its headquarters in Munich and more than 300 employees, as well as activities in Germany, Switzerland, France, the UK, Benelux, Scandinavia, the US and India. Frank Hassler will succeed Jürg Weber, who currently leads the company on an interim basis and will once again be able to turn his full attention on his tasks as CEO of the Swiss subsidiary, censhare (Schweiz) AG.

“censhare is in the possession of an advanced technology. I look forward to further develop the product and commercial strategy as well as the internalization together with the team”, says Frank Hassler. Previously, he experienced extreme success in his role as Managing Director E-Recruiting for XING SE, responsible for the setup and further development of new products and business models as well as the scaling of an effective commercial organization. Hassler brings over 20 years of experience in the international software business having worked for, among others, Navision, Microsoft and SAP.

“We are very glad to have won Frank Hassler for censhare”, says Dr. Christoph Bauer, Chairman of the Supervisory Board of censhare AG. “He brings with him comprehensive experiences in the development of Software-as-a-Service business models, which are important to further develop censhare’s strong technology platform and to further expand its position in the market.”

Contact

censhare AG
Mathias Wurth
Paul-Gerhardt-Allee 50
81245 Munich
Germany

Phone +49 89 56 82 36-0
Fax +49 89 56 82 36-501
mathias.wurth@censhare.com
www.censhare.com

About censhare

censhare is a universal, smart content management software vendor which provides a content and marketing platform to global brands such as Deutsche Bank, Dyson, Jaguar Land Rover, Kohl's, McDonald's and Hearst UK enabling digital transformation in providing multi-channel, multi-language, personalized communication to their audiences. Learn more at censhare.com