

## Press release

### Further internationalisation of business activities

## Sandra Yönter appointed Managing Director of Visable International

- **Sandra Yönter succeeds Julien Poilleux as Managing Director of Visable International.**
- **The change of leadership in the French subsidiary is intended to support and further promote the global business development of the Visable group.**
- **Yönter retains her responsibilities as Vice President Marketing.**

**Hamburg, 29 June 2021. In addition to her responsibilities as Vice President Marketing at Visable, Sandra Yönter will oversee the business activities of Visable International in France as Managing Director from 1 July. Upon taking office, the French native will replace her predecessor Julien Poilleux, who has been in charge since 2018 of turning around this company, which was created almost 40 years ago under the name EUROPAGES.**

Yönter, who joined the company in January 2021, has so far managed the marketing and communication activities of the Visable Group from Berlin. As of July, she will also drive the international growth strategy in France and Benelux as Managing Director from Paris and will be responsible for opening up further target markets throughout Europe. In order to give the company an even stronger international orientation, Yönter will also bundle the competences of Visable's French and German branches and standardise the processes of both countries.

"Sandra Yönter's many years of experience in working for international companies will promote cooperation between the French and German branches and further accelerate our international growth," explains Peter F. Schmid, CEO of Visable. The aim is to use the B2B platforms EUROPAGES and wlw (formerly "Wer liefert was") to help SMEs across Europe gain more visibility on the web and to support them in expanding their international business.

With 270,000 searches per day, Visable's B2B platforms are the most used sourcing tools in Europe. On EUROPAGES, three million registered companies meet 2.6 million visitors per month. 620,000 suppliers are listed on wlw and the platform is visited by 1.4 million purchasing decision-makers every month. The Visable Group employs 410 people in Paris, Hamburg, Berlin and Münster and generated a record turnover of 58 million euros in 2020.

"We want to become the number one in the European B2B market. After six months with the company, I am more convinced than ever that we are in a very good position to fulfil this mission. Because now SMEs have realised that they need to invest in new technologies to generate business opportunities – especially in times of crisis," says Sandra Yönter.

Sandra Yönter graduated from ISC Paris in 1996 and completed the Stanford Executive for Growing Companies programme in 2018. She has had a long career in the digital economy, focusing on marketplaces in Asia and Europe. In 2008, she was appointed Director France of dating agency Parship, before taking over the European management of Art.com & Allposters in 2011, a

Californian wall decor provider present in 25 countries. In 2015, she founded and managed the Berlin-based European office of Redbubble, an international marketplace for independent artists creating printed works on objects.

**Media contact**

Carsten Brandt  
20354 Hamburg  
+49 40 2 54 40-131  
carsten.brandt@visible.com

**About Visable**

Visable enables small and medium-sized industrial businesses to make products and services internationally accessible to purchasers. The company offers a broad range of specially tailored services for business customers to increase their digital reach. This includes a combination of company owned B2B platforms and online marketing services, such as Google Ads and retargeting campaigns.

Platforms operated by the Visable GmbH include wlw („Wer liefert was“), which is the leading B2B platform in the D-A-CH region, with around 620,000 registered companies as well as the European B2B platform EUROPAGES, on which about 3 million companies are registered. Together, the two platforms reach more than 4 million B2B purchasers per month, looking for detailed company and product information.

With its online marketing services Visable offers businesses additional opportunities to increase their online reach. Visable is currently the only Google Premium Partner with a strong B2B focus.

The company Visable was established in response to the challenges of internationalisation and digitisation in the B2B market and employs today more than 410 people at its locations in Hamburg, Berlin, Münster and Paris. Visable represents the umbrella for the brands wlw and EUROPAGES and continues to expand its b2b platforms and online marketing services.

More articles, information, press releases and downloads are available at [www.visible.com/press](http://www.visible.com/press).