

On course for international growth:

Visable strengthens its management team – David Vitrano to lead sales and marketing as new Chief Commercial Officer (CCO)

Hamburg, 13 January 2022 – As of January 2021, David Vitrano is taking up the newly created position of Chief Commercial Officer at B2B online marketing expert Visable. As such, he will be responsible for all sales and marketing activities of the internationally operating company. Vitrano was most recently Managing Director of the XING E-Recruiting division at NEW WORK SE.

Visable, provider of the two leading European online B2B platforms EUROPAGES and wlv (formerly "Wer liefert was"), extends its management team with David Vitrano as Chief Commercial Officer. The 44-year-old has been in charge of all sales and marketing activities since 3 January 2022. Patrick Sostmann was most recently responsible for sales as Chief Sales Officer. After his departure, CEO Peter F. Schmid temporarily headed the division.

With the newly created management position, Visable is aligning its management structure even more strongly with its ambitious corporate goals. The concentration of competencies with Vitrano ensures seamless collaboration between the marketing and sales divisions to drive Visable's growth and further internationalisation. "What convinced me about Visable was the passion with which change, innovation and growth are lived. That's where we fit together well. I am very much looking forward to the challenge of developing the company strategically based on our shared values, and to unlocking new growth potential with the team," says David Vitrano himself.

In his position, the new CCO works closely with Visable CEO Peter F. Schmid and reports directly to him. Schmid is looking forward to the collaboration: "All of us in the management team and the advisory board are excited about this new addition. David Vitrano is an extremely experienced leader with strong team orientation. He has facilitated phenomenal growth in his area at XING over the last nine years and knows our target group perfectly through his previous work at HSM, a classic mid-sized company. David will be a key driver with his enthusiasm and will contribute greatly to achieving our vision of building Visable into a European Champion." Visable had most recently achieved a profitable record turnover of €66 million in 2021, despite the ongoing Corona pandemic, and continued to grow by 14 per cent.

Career to date

David Vitrano brings more than 15 years of management experience from the global, complex, and highly dynamic business environments of the software, online and manufacturing industries. Prior to joining Visable, he held the Managing Director position in the XING E-Recruiting division at NEW WORK SE. Under his leadership, the division developed into the largest growth driver with the highest revenue share of the NEW WORK SE Group. Prior to this, Vitrano worked for several years in leading positions at the mid-sized company HSM GmbH + Co KG. Most recently, he oversaw global brand and product communication and was responsible for product management. Vitrano studied

economics at the Pforzheim University of Applied Sciences. He later completed a Master of Business Administration (Executive MBA) at Steinbeis University Berlin while working.

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 wlv („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 480 people at its locations in Hamburg, Berlin, Münster and Paris. Visable represents the umbrella for the brands wlv and EUROPAGES and continues to expand its b2b platforms and online marketing services.

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