

CleverReach® appoints Sebastian Strzelecki as CEO

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Sebastian Strzelecki, CEO, CleverReach® (Fotocredits: Ronny Walter, www.ronnyfotografiert.de)
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Sebastian Strzelecki, who has held the position of Chief Operating Officer (COO) at the solution provider for digital direct marketing CleverReach® since August 2019, was appointed Managing Director (CEO) with effect from January 1, 2020. In addition to the group-wide managing directors Jens Klibingot and Sebastian Schwarz, Sebastian Strzelecki joins the management board as CEO for CleverReach® and is responsible for the operative management.

„I am very excited about the challenges that come with my new role as CEO. With our innovation project “Bigfoot”, we are already working on the future of direct communication as well as innovative product features that take email marketing to a new level. At the same time, we will further strengthen our position as the leading email marketing specialist in the DACH region and present ourselves as an attractive employer in our new home - the //CRASH Building,” says Sebastian Strzelecki.

Strzelecki has been working for the Ashampoo Group for almost 17 years. He initially started working as a media designer in the field of software development and contributed to the establishment of the email marketing division. As a founding member of Ashampoo Internet Services, from which the sister company CleverReach emerged in 2007 after a change of name, he contributed to CleverReach as a strategic advisor and consultant in addition to his role as Creative Director at Ashampoo, before he switched completely to the email marketing solution provider in 2016. In addition to consulting, he worked for CleverReach as Product and Business Development Manager until his promotion to COO in August 2019. Next step: CEO.

“With his professional and industry-relevant expertise, Sebastian Strzelecki has distinguished himself within a very short time as the right person for this important position. Under his leadership, we see the trend-setting progressiveness that we need for an innovative company like CleverReach,” emphasizes Rolf Hilchner, member of the Ashampoo Group supervisory board.

Strzelecki adds: “It is important to me that the company makes healthy progress towards the future and that our employees love coming to work and go home with a good feeling. In the //CRASH Building, we have created an ideal working environment to turn the visions of CleverReach[®] and the entire group of companies into reality”.

CleverReach[®] is a leading global email marketing provider with more than **240,000 customers** in 152 countries around the globe. The software enables the direct communication between companies and their customers and is quick and easy to set up and use - email marketing made easier. CleverReach[®] provides excellent value for money, advanced technology and a wide range of interfaces to CMS, CRM and shop systems, supported by an excellent customer service. .

CleverReach[®] was founded in 2007 in Germany and complies with the highest standards of data protection,

exceeding the legal requirements. Prominent reference customers, amongst others, are Spotify, Levi's, Playboy, DHL, BMW, TESA. www.cleverreach.com

Management:	Jens Klibingat, Sebastian Schwarz & Sebastian Strzelecki
Type of company:	GmbH & Co. KG
Founding:	2007
Head office:	Rastede/Oldenburg (Lower Saxony/Germany)
Services and support:	Cloud-based technology solution for email marketing: <ul style="list-style-type: none">• Stand-alone-Mailings, Newsletter, dynamic RSS campaigns• Integrations to relevant CMS, CRM and Shop-Systems• Simple and multi-level automated email routes with THEA (E-Mail Marketing Automations Solution)• Reports/real-time statistics for success control and optimization, design and spam tests, A/B split tests, multivariate tests• Multilingual e-mail and telephone support
Reference industries:	SMB, online trade, tourism, retail/trade, fashion/textile, service industry, consumer goods industry, automotive
Countries:	Campaigns and customers in 152 countries, especially D-A-CH, Europe and USA
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