
CleverReach® Convenes Sebastian Strzelecki as Chief Operating Officer

Rastede, August 5, 2019

On August 1st Sebastian Strzelecki took on the position of Chief Operating Officer (COO) and authorized signatory at email service provider CleverReach® GmbH & Co KG. He will now be responsible for the entire operative business.

“We are in a dynamic market that constantly changes and where new ways of communication keep popping up. What always remains despite the change is communication itself. Email marketing is still the most successful communication channel, yet we already set the course for the future today to become the worldwide market leader in the field of direct communication. I am pleased to see this trust placed in me and that I will be able to lead the way for a great team,” Strzelecki says.

Active in the group since 2003

Sebastian Strzelecki is active in the Ashampoo corporate group for 16 years. Starting out as a designer in software development, he additionally worked at expanding the company email marketing as a sales channel. Only one year later he managed the department for graphics and design. In 2004 he actively took part in spinning off the Ashampoo Internet Services, which then became CleverReach® in 2007. Since its foundation, Strzelecki has been a founding member and advisor until he ultimately switched to CleverReach® in 2016. In addition to strategic consulting, he has executed the position of product and business development manager in the past three years.

“With Sebastian Strzelecki we brought an absolute industry expert into our business management. When he held his positions at Ashampoo and at CleverReach® he always had our complete trust,” announces Rolf Hilchner, member of the Supervisory Board of the Ashampoo Company Group.

To further strengthen the company group on their course of expansion, Sebastian Schwarz will move up as CEO of the company group to support CFO Jens Klibingat. Sebastian Schwarz and Jens Klibingat have already been in charge of the sister company Ashampoo since 2012, Klibingat has been part of the CleverReach® executive management since 2015.



Sebastian Strzelecki, COO, CleverReach® (credits: Ronny Walter, [ronnyfotografiert.de](https://www.ronnyfotografiert.de))

CleverReach® is a leading global email marketing provider with more than **230,000 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:	Sebastian Schwarz (CEO), Jens Klibingat (CFO)
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
Website:	www.cleverreach.com
Contact:	CleverReach GmbH & Co. KG //CRASH Building Schafjückenweg 2 26180 Rastede
Press contact:	Mareike Juds Tel. +49 (0)4402 97390 0 presse@cleverreach.de