

## ppi Media focuses on market in North America

**Markus Feldenkirchen successfully established ppi Media's new Strategy & Innovation division over the last year; he will now focus increasingly on the Northern American market and his role as CEO of ppi Media US, Inc. Markus Feldenkirchen has stepped down from the position of CEO at ppi Media GmbH.**

**October 19, 2017.** Markus Feldenkirchen has stepped down from his role as managing director of ppi Media GmbH in order to focus on ppi's branch in the US, which is of vital importance to the company as a whole, as CEO of ppi Media US, Inc. Along with managing ppi Media's US branch, Markus Feldenkirchen will be responsible for the coordination of the activities of two further subsidiaries of the Eversfrank Group in the US, comosoft and Novadex. The Eversfrank Group's subsidiaries hope to create important synergies within its Media division, to which comosoft, Novadex and ppi Media all belong.

The company division Strategy & Innovation was created in mid-2016 and has since seen the successful launch of several digital solutions such as the location-based online service thanks and the social media wall LeagueDeck and will be fully integrated into the operative business of the company in future, headed by managing director Hauke Berndt.

"With CTO Jan Kasten and myself forming the management of ppi Media GmbH, and Markus Feldenkirchen as CEO of ppi Media US Inc., we are ideally placed to operate successfully in all markets that will be of importance to us in the future", says Dr Hauke Berndt, managing director for customer projects, sales and marketing at ppi Media GmbH.

### **About ppi Media**

*ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers, as well as printers, corporate publishers and groups, and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA. For more information, see [www.ppimedia.de](http://www.ppimedia.de).*

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