



## **Retresco focuses on Growth: Daniel Niedermayer joins the Provider of AI-based Content Automation as ‘Director Business Development’**

**Berlin, 30 August 2022** – With the newly created position of ‘Director Business Development’, leading provider of AI-based content automation [Retresco](#) is laying the foundation for strengthening its strategic position in the automated text generation market, as well as for the company’s future growth. Daniel Niedermayer will provide the Berlin-based AI company with particular support in tapping new fields of business and exploring new business models, identifying new target groups and integrating feedback from digital commerce customers into the self-service software [textengine.io](#). To that end, he will collaborate with Customer Success Management, Sales and Marketing to drive Retresco’s business forward.

Daniel Niedermayer has more than 13 years of international eCommerce experience in various sales and marketing management roles. He is also a popular speaker in the PPC world; he has given talks at OMR, Google Digital Garage and Squared Online, just to name a few. Daniel Niedermayer is joining Retresco from eCommerce growth specialist Finch, where he was responsible for tapping the European market and building up and expanding the organisation’s business; he also acquired numerous enterprise clients in the process. For the last three years, he headed up the global sales team at Finch. During his tenure, the eCommerce specialist received the Premier Partner Award as the ‘Best Google Partner for ‘Search & Shopping’ twice. Other stops on his career path included Neue Pressegesellschaft in Ulm, where he developed and managed the digital classifieds.

**Johannes Sommer, CEO of Retresco**, is delighted to welcome the new member of the team: ‘Daniel Niedermayer is the perfect person to complement and strengthen our team. His many years of experience and expertise in digital commerce and his work with numerous renowned customers make him an ideal fit, and he will help us lay the groundwork for the further growth of our business. As ‘Director Business Development’, Daniel will play a key role between the Product, Customer Success, Sales and Marketing departments. This will put us on the best possible footing to continue to actively grow our company.’

### **About Retresco**

Retresco enables companies to automatically generate high-quality copy based on data. As a pioneer in AI-based language technologies, the Berlin-based tech company has been developing cross-sector solutions for creating efficient, future-proof business processes since 2008.

[www.retresco.com](http://www.retresco.com)



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