



**Retresco continues to grow:  
Harald Oberhofer named Head of Marketing at  
AI-based content automation provider**

**18 October 2022** - As the new Head of Marketing at Retresco, Harald Oberhofer will continue to develop the company's marketing department, including designing Retresco's communication and marketing strategy and bolstering its position on the market. He will provide particular support in marketing and promoting the Berlin-based AI company's solutions and services in the field of AI-based content automation, topic management and individual customer projects in the area of [Natural Language Generation](#).

Harald Oberhofer has many years of experience in building and developing marketing teams. In the past, he has worked in marketing for companies such as Awin, Optivo, Webtrekk and Mapp, and he brings extensive expertise in defining and implementing national and international marketing strategies to the table. In his new position as Head of Marketing at Retresco, he reports to CEO Johannes Sommer and acts as a go-between for Business Development, Sales, Product Management and Development. He is also responsible for developing and coaching the marketing team, which the company plans to expand to half a dozen team members in the medium term.

**Johannes Sommer**, CEO of Retresco, comments on the new addition to the company: "Here at Retresco, we are currently in the midst of a dynamic phase of growth, and marketing is a central aspect of our company strategy. For that reason, there couldn't be a better time to bring Harald on board; his many years of experience and expertise in B2B marketing for SaaS applications will be a huge help to us during this period. His cross-channel, integrated marketing approach, which covers all the established channels for successful B2B marketing, is a particularly important factor for us. 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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