



Retresco Hires Experienced Digital Expert: Philipp Neubert Becomes Senior Account Executive at AI-based Content Automation Provider

Berlin, 31 January 2023 – The leading provider of AI-based content automation solutions, [Retresco](https://www.retresco.com), is continuing its course for growth; by hiring Philipp Neubert, the company has gained an established digital commerce expert for its sales team. As Senior Account Executive, he supports Retresco in acquiring new customers for its enterprise segment and refining its sales strategy. He reports to the CEO of Retresco, Johannes Sommer.

Philipp Neubert has over 15 years of expertise in international software sales and business development, particularly in the ad tech segment. In the past, he worked for major US and German software companies, helping them develop their new client business.

Most recently, he was responsible for market expansion at audience platform Permutive, where he served as Sales Director for Germany, Austria, and Switzerland. Other stops on his career journey include sales positions at RocketFuel (now part of Amazon) and brand safety provider Integral Ad Science. He is also a popular speaker at industry events such as OMR, d3con and Internet World. Philipp Neubert has an impressive cross-industry network of contacts that he plans to utilise in future to help Retresco bolster its position as Europe's leading provider of AI-based content automation.

'We are thrilled to have Philipp on board; he's a seasoned professional in digital commerce who will help us improve our market penetration and further expand our customer base', comments **Johannes Sommer, CEO of Retresco**. 'With his many years of experience and expertise in consulting and sales for SaaS products in digital commerce, he is the perfect addition to our team. Together, we are laying an ideal foundation for further growth in the enterprise segment'.

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.

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