

Press Release

Graz, December 14th 2023

Sales reorganization at easescreen: Bernhard Schönfuß appointed Sales Director for Germany

As part of the sales realignment, which already includes the appointment of Gregor Waldhauser as Sales Director North America and Mohyee Dorgham as Sales Director Middle East, another key position has now been awarded to Bernhard Schönfuß as Sales Director Germany.

"This is our response to the desire for even more personalized and local support for our sales channel. We are already characterized by excellent customer service, and we are doing everything we can to meet changes in customer expectations," says Zuzana Yalcin, Head of Marketing at easescreen.

As a former managing director of a media technology integrator, Schönfuß is intimately familiar with the intricacies of easescreen's indirect sales. His first-hand experience, both as an easescreen customer and as a consultant for easescreen end users, enables him to understand the challenges and opportunities of the entire sales chain.

The first contact with easescreen was made years ago within the AV Solution Partners, a network that promotes cooperation between leading partners in the field of audiovisual media technology. easescreen's status as a Preferred Partner of AV Solution Partners appealed to Bernhard and convinced him of the company's versatility and broad range of applications beyond digital advertising.

With regard to the challenges of the current market, Schönfuß emphasizes the continued relevance of Digital Signage in solving problems in companies. His strategy is to create awareness of the possibilities of Digital Signage and, for example, to focus on employee communication in companies, which is particularly important for cohesion in companies in economically turbulent times. Thanks to the unlimited scalability of easescreen, even smaller projects can be expanded at any time and can therefore be adapted to a dynamically changing market. Schönfuß sees considerable growth potential alongside the classic Digital Signage market and plans to expand the German team in the future.

Notable easescreen projects in Germany include collaborations with industry giants such as Kaufland and Japan Tobacco International (many thousands of licenses each), as well as with prestigious institutions such as MTU Aero Engines, Deutsche Rentenversicherung and numerous universities and schools.