

Press Release

Vienna, January 21st, 2026

easescreen strengthens sales leadership in Austria: Yasemin Fröhlacher appointed Head of Sales Austria

easescreen is strategically further developing its sales organization in Austria and has appointed Yasemin Fröhlacher as Head of Sales Austria. In this role, she is responsible for the Austrian market as well as the strategic development of sales activities.

Yasemin Fröhlacher has been part of easescreen for more than two years. In her previous role as Head of IT, she was responsible for the company's internal technical system architecture and played a key role in driving the further development of its IT systems.

For her achievements, she was awarded the Confare Impact Award 2025. In addition, she won the Dizzie Award 2025 for easescreen – awards that underline her innovative strength, leadership skills, and sustainable impact in the digital environment.

With her move into sales, Fröhlacher combines technological expertise with a strong customer- and market-oriented mindset. Her focus is on solution-based selling, strategic customer development, and the sustainable expansion of customer relationships in the Austrian market.

“By appointing Yasemin from within our own organization, we are filling this key role with someone who brings deep product knowledge, strategic thinking, and strong execution capabilities. Her development at easescreen exemplifies our commitment to building talent for the long term and fostering it in a targeted manner,” says Gerhard Pichler, CEO of easescreen.

“Yasemin combines technological excellence with a clear understanding of customer needs and market potential. This combination is crucial to consistently advancing our solution-oriented sales approach in Austria and scaling it sustainably,” adds Bernhard Schönfuß, Sales Director DACH at easescreen.

With her deep product and company knowledge, strong understanding of internal processes, and consistently solution-oriented and motivating approach, Yasemin Fröhlacher is one of the key drivers of easescreen's continued growth in Austria.

About easescreen

Based in Graz (Austria), easescreen offers a flexible and user-friendly digital signage software for planning, managing, and distributing digital content for businesses of all kinds.