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**Productsup Hires Google's Katie Moro as Director Client Success/Integrations**

*Former Senior Partner Account Manager for Comparison Shopping Engines at Google joins Productsup*

**Berlin, Germany - May 18, 2015** – Productsup, the product data management tool provider, today announced the new hire of Katie Moro as Director Client Success/Integrations for the Americas, effective immediately.

Moro comes to Productsup from Google, where she served as a Senior Partner Account Manager for Comparison Shopping Engines. During this time she managed large IR 100 retailers through Google Product Listing Ads launch and expansion, BING on-boarding and Shopping.com being bought by eBay, among other things. She worked as Campaign Manager and Strategic Consultant at Channel Intelligence before Google acquired the firm in 2013. Moro brings with her more than 14 years' experience in marketing, advertising, particularly in the product-data marketing field, as well as extensive account and project management.

Productsup CSO, Markus Rottmaier, said: "We are delighted to welcome Moro to the team. Given her hands-on experience in feed-management services and her friendly, energetic nature, we are confident that she is the perfect candidate to guarantee utmost client satisfaction for the Americas region."

In her role at Productsup, Moro will bring her expertise in product data optimization to help ensure a smooth platform integration for new clients and to nurture the relationships of existing ones.

"I am excited to be part of the Productsup team and expansion in the US" said Moro, "Their feed tool is revolutionary and will aid retailers and manufacturers to send the best data out to market!"

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**About Productsup**

[Productsup](#) is a Software-as-a-Service provider that has revolutionised the management and optimization of product data by giving online marketers the technology they need to be in control, save time and improve results. The cloud-based Productsup Platform enables you to quickly and easily manage complex product feeds and to distribute high quality, customized product data to an unlimited amount of shopping and marketing channels across the web. The solution addresses the individual needs of online merchants, marketing channels and agencies alike. [www.productsup.io](http://www.productsup.io)

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