

FOR IMMEDIATE RELEASE

Productsup Hires 10 Women in Tech to Execute New Roles During Brand Expansion



BERLIN, Germany, November 15, 2018 - Productsup, the tech company powering end-to-end product content flow for the world's biggest players in commerce, today announces 10 new hires of women in tech and management roles.

Of the 10 new hires, seven are in product-based roles including Annike Brake, Productsup's new Head of Account Management.

The exciting development is part of a key diversity initiative to bolster the company's decision making philosophies and global industry leadership.

Productsup is currently pioneering the first global brand expansion in its industry and is growing its headcount 100% year over year to support this.

Despite the tech industry being largely lead by men, Productsup is set to find another 30 FeedFighters by Q2, 2019 and to attain a 50/50 woman to man split of the new hires. Women currently comprise 36% of the company.

“Being a medium-sized company operating in a fast-paced B2B industry, we face a bigger challenge than consumer-facing tech when searching for talented people, particularly women, to help us drive product innovation,” CEO and co-founder Johannis Hatt said.

“We are on a high growth path and innately see diversity in our leadership and gender equality in our culture as key levers for innovation, decision making and our bond as FeedFighters - but we want to foster this further.

“We have handpicked over 100 highly skilled individuals who are thriving in positions across tech, marketing, sales, human resources and more with all kinds of leadership and ownership opportunities. Productsup values honesty and has instilled philosophies that inspire our youthful company to be authentic, act fast and pursue pioneership in their fields.” he said.

The team of 24 diverse nationalities are actively sourcing opportunities to meet more talented women, starting with a recruitment booth installation at Berlin Tech Job Fair on November 15.

“We invite all the talented people looking for a rewarding challenge in a new sphere of tech to reach out, wherever they are.” Hatt added.

The challenge to alter perception of the male-dominated space and inspire women to work at Productsup has been met with the following drivers:

Female Empowerment Ambassadors

Productsup has appointed female ambassadors to create and manage the *#womenpower* Slack channel as a medium used to inspire and bring closer the women of the company.

Honest and Authentic Company Values

Tech startup companies have a strong stereotype in the world for disrupting tradition workspace culture. Productsup is not a startup, it is a stable, mature company with the mentality of a startup in high growth phase and a youthful atmosphere.

Girls Day @ Productsup

Every year, Productsup brings young female school students to the office to learn what it's like to work at a tech firm, including a coding session with the IT team.

Fifty nine percent of Productsup's technical department, client solutions, is made up of women.

Leadership Development Opportunities

Productsup offers leadership development opportunities exclusively to women to continuously build on the free flow of ideas, company culture and mindset. Three out of four leads in the client solutions, a product-focused department at Productsup, are women.

Accommodating to Personal Schedule

Whether for a dog, a child or just because you need a day away from the office, Productsup is more focused on output rather than input. The company promotes flexible hours and home office.

Celebrating Revolutionary Contributions from Women in Society

Productsup names all of their meeting rooms after women and men known for their revolutionary contributions in tech and society, like Grace Hopper or Margaret Hamilton.

Cancun Holiday Parties

Because the company has been succeeding in leaps and bounds, the entire Productsup team of FeedFighters, from all 10 offices worldwide, will head to Cancun, Mexico for the end of calendar year celebrations.

Quotes from Leading FeedFighters

"I am very happy to be part of Productsup not only because the software is so amazing, but most importantly, I am here because of a woman that spoke with the heart to me and put me into this amazing challenge." Gabby, from Mexico.

"I've never had two female managers before in all my time working in tech."
Grace, from Australia.

Being managed by understanding, sensitive and supporting women helps me overcome all my insecurities about working in a tech environment, without having any tech experience at all." Marilena, from Greece.

"I love my job, and a large part of that has to do with the other extraordinary women and men that work in the company." Nathalie, from the UK.

"I prefer a culture of being human! Be nice, be kind, help each other, listen to problems and solve them." Anne, from Germany.

"Equality is at the very core of Productsup. Everyone has a voice. Every voice is respected and heard." Gina, from the US.

About Productsup

Headquartered in Berlin, Germany, Productsup provides a leading solution for product content integration, syndication and feed management. The cloud-based, centralized platform enables the seamless transfer of product content from brands, manufacturers, and retailers to marketing and shopping



channels around the world. It empowers commerce players to be agile and stay at the forefront of digital transformation.

Proudly German but passionately global, Productsup has 10+ offices in all corners of the world, spanning from London to Sydney, with stopovers in Mexico City, Detroit, and Singapore.

The award-winning SaaS solution is trusted by 800+ customers worldwide, including Fortune 500 listed companies. By the time you have finished reading our boilerplate, more than 9+ million products will have been exported on the platform.

Visit www.productsup.com to learn more.