

Productsup Accelerates Growth in US; Hires Chris Dessi as Vice President, Americas

Dessi will further Productsup's position as the market leader in ecommerce data integration

NEW YORK, September 12 2019 - [Productsup](#), the leading ecommerce data integration company, today announced the appointment of Chris Dessi as Vice President, Americas. Dessi will be responsible for Productsup's growth across the Americas and will be based in the company's recently opened New York office in Bryant Park.

A renowned industry entrepreneur, author and TEDx speaker, [Dessi](#) brings more than 20 years of B2B SaaS sales experience to the role. He most recently served as VP of Sales at PerformLine after it acquired his own digital marketing agency, SilverBack Social, in 2017. As Vice President, Americas, Dessi will report to CRO, Marketing Solutions Markus Rottmaier and empower more American brands and retailers to optimize their product content for all digital marketing and shopping channels.

"Today brands and retailers have thousands of channels at their fingertips to advertise and sell their products, but it's difficult for them to accurately and quickly optimize and syndicate content for each channel. Productsup is the painkiller for this, easing product to market accessibility for customers while driving sales across the digital shelf," Dessi said. "I'm incredibly excited to join the organization and help more brands and retailers realize the value of this innovative technology."

The announcement comes at a time of rapid growth and expansion for Productsup. The company's US expansion has grown its global employee base 250% from 40 to 140 people within the last two years, and the company plans to hire another 15 to 20 employees for the New York office in 2020. US sales accounts for roughly 30% of the company's revenue, and with Dessi's appointment, Productsup also plans to grow this number by at least 50% in 2020.

"Chris joins at a particularly exciting time for Productsup, as we are aggressively expanding our US footprint to drive even more value for brands and retailers," said Johannis Hatt, CEO of Productsup. "His unique background in digital media and sales, together with his entrepreneurial spirit and creativity, make him the perfect fit for Productsup, and we look forward to building additional sales and marketing capabilities in the market to propel the company forward."

Productsup is currently transforming product content syndication and feed management for over 800 brands and retailers worldwide, including five Fortune 20 companies and market leaders like IKEA, Trivago, Superdry and Rakuten.

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About Productsup

Productsup provides an innovative SaaS platform that empowers brands and retailers to optimize and syndicate their product content to all digital marketing, shopping and business channels, such as Google, Amazon, Facebook, or Walmart. With agile data and seamless connectivity, the award-winning company helps customers break through data silos and get their products to market quickly.

Headquartered in Berlin, Germany, Productsup is trusted by more than 800 businesses worldwide, including five Fortune 20 companies and market leaders like IKEA, Trivago, Superdry and Rakuten.

Visit www.productsup.com to learn more.