

Press Release

visionapp AG appoints new Chief Marketing Officer

Marina Walser is New Chief Marketing Officer

Eschborn, 12 April, 2010: visionapp AG, a leading provider of Software-as-a-Service (SaaS) and cloud computing solutions, has appointed Marina Walser as Chief Marketing Officer. In this position, she will be in charge of both corporate and field marketing as well as product marketing and communication with the press and analysts.

Having built a solid foundation in the fast growing cloud computing market, visionapp AG is facing a growing demand for its private and public cloud computing solutions. The key elements in the near future will be international expansion and a consistent focus on customer needs, along with a continuous extension of the company's partner network. With Marina Walser appointed to the position of Chief Marketing Officer, visionapp welcomes an internationally experienced marketing and sales expert, who will ensure that visionapp's marketing activities are consistently focused on the company's growth and quality targets.

Marina Walser started her professional career in the marketing department at DHL Worldwide Express, followed by a couple of years as strategy consultant at Diebold Management Beratung. In 2001, she joined Cambridge Technology Partners as Director Marketing. Following the acquisition by Novell in 2003, she first led the transition from product marketing to solution marketing and later took care of setting up Novell's partner marketing activities in Germany, Austria and Switzerland. In 2006, Marina joined the Sales department where she led the development of Novell's Identity & Security Management business, first as Director Sales for Germany, Austria and Switzerland, later as Director Business Development for the Europe, Middle East and Asia region. Marina Walser, who obtained a degree in Business Economics from the Goethe University in Frankfurt, Germany, holds a Master's Degree in Executive Management from the ZfU International Business School in Zurich, Switzerland.

"With Marina Walser, we are very happy to be able to welcome a true leader with great experience in the field of IT", says Jürgen Gallmann, "the ideal person for this strategically crucial position as CMO in our company. With her wide experience, she will significantly contribute to rolling out our solutions in new international markets and raising the awareness for our brand," he adds. In her function as Chief Marketing Officer, Marina Walser reports directly to CEO and Spokesman of the Board Jürgen Gallmann.

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About visionapp

visionapp is a leading vendor for intelligent „Software as a Service“ and Cloud Computing solutions to significantly reduce IT operating costs and to make business processes more efficient.

The Dresdner Bank-originated company resells its platform technology via a network of highly qualified distributors and resellers and also offers customers complimentary consulting and implementation services to build-up cloud computing architectures. Since 2007 visionapp also provides full data center services on its own premises, where customers and partners can host their applications and pay on demand. In the meantime more than 10,000 customers are using visionapp products.

visionapp's world headquarters are located in Eschborn / Frankfurt, Germany. The company has subsidiaries in the US, UK, and Austria. Find out more about visionapp on www.visionapp.com

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