

Press Release

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07.08.2019 Bonial appoints Florian Reinartz as new Head of Sales for German market

Christoph Eck-Schmidt takes over the function of Managing Director for the German market in addition to his position as Managing Director of the international Bonial Group.

Bonial restructures its management division and wins Florian Reinartz (33 years) as Head of Sales for the German market. Reinartz comes from the Handelsblatt Media Group, where he most recently worked as Unit Manager Innovations and Head of Client Communications. Prior to that, he held various management positions in marketing at Axel Springer, including at BILANZ, the WELT Group and the BILD Group.

Reinartz joins Bonial on 16 September 2019 as Senior Vice President Sales and Marketing Manager, where he will be responsible for all sales segments in Germany. He will report to Christoph Eck-Schmidt, who as Managing Director of the international Bonial Group (kaufDA, MeinProspekt, Ofertia, bonial.de and bonial.fr) will additionally assume the function of Managing Director for the German market. Frederic Handt, who previously held the position of Managing Director for Bonial Germany, is leaving the company at his own request.

Christoph Eck-Schmidt: "I would like to thank Frederic Handt very much for his commitment over the past three years. He has initiated many important changes in the course of Bonial's realignment. Our customers expect us to provide individual marketing solutions for their topics and products in order to achieve their sales goals. With Florian Reinartz we won a creative communication and sales expert for Bonial, who will continue to develop and refine our reorientation with the support of the German sales team. I am very much looking forward to working with him".

Bonial is the leading Drive-to-Store Marketing Partner of the stationary retail in Germany. With its platforms kaufDA and MeinProspekt, the Berlin-based company inspires more than 10 million users every month and connects them with their favorite stores and brand worlds.

Mehr Informationen finden Sie
unter www.bonial.de