

Press release
Zurich, 06 May 2024

Matthias Bischof appointed new Director Business Customers at SMG Automotive

SMG Swiss Marketplace Group is pleased to announce the appointment of Matthias Bischof as Director Business Customers within its SMG Automotive (AutoScout24, MotoScout24) business unit, effective 01 May 2024. He succeeds Maurice Acker, who will continue his career outside the company.

From 01 May 2024, Matthias Bischof will assume the position of Director Business Customers within SMG Automotive (AutoScout24, MotoScout24). In this role, his remit will include the strategic management of the B2B Division, including the Sales and Customer Service Departments, as well as the optimisation of business processes.

Matthias Bischof has extensive experience from various executive roles within the automotive industry. Most recently, he was Head of Corporate Fleet Sales at AMAG Import AG, where he was responsible for the corporate sales division. Prior to that, he was Commercial Director at Eurotax Switzerland, where he optimised the product and service portfolio. As Sales & Marketing Director at Alphabet (a BMW Group company), his remit included implementing a holistic range of mobility solutions for the B2B sector. Matthias Bischof has an Executive MBA and has undergone thorough training in digital management and strategy.

Alberto Sanz de Lama, Managing Director of AutoScout24, says of this new appointment: "We're delighted to welcome Matthias Bischof to our team. His leadership skills and in-depth industry knowledge will be a valuable asset for SMG Automotive. At the same time, we'd like to thank Maurice Acker for his outstanding effort and commitment during his time with us and wish him all the best for his future endeavours."

Photo 1: Matthias Bischof, new Director Business Customers at SMG Automotive
Photo 2: Alberto Sanz de Lama, Managing Director AutoScout24

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About SMG Swiss Marketplace Group AG

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.