

Media Release
Zürich, 20. June 2024

Marc Oestreich appointed new Sales Director SMG Advertising

The SMG Swiss Marketplace Group is pleased to announce the appointment of Marc Oestreich as the new Sales Director SMG Advertising, effective 17 June 2024. In his new role, Marc Oestreich will be responsible for the marketing and direct sales of digital advertising across the SMG Swiss Marketplace Group's entire online network.

Marc Oestreich, the newly appointed Sales Director SMG Advertising, has over 16 years of sales experience. During this time, he has built up an extensive network of clients within the digital environment in the DACH region. Oestreich developed his extensive expertise in the field of advertising marketing while holding various managerial positions. Most recently, he was Director of Client Sales and a member of the Executive Board at Goldbach Audience AG. Prior to this, he headed up Goldbach Publishing's first digital marketing unit as Director of Digital Sales.

In his new role, Marc Oestreich will be responsible for the strategic management of the marketing and direct sales of digital advertising on SMG's various online platforms, such as AutoScout24, Homegate, Ricardo, tutti.ch, etc. As Sales Director SMG Advertising, he will be in charge of planning and introducing a new sales strategy to further increase advertising revenues and expand the client base for digital Advertising.

'I'm delighted to be joining the SMG Swiss Marketplace Group and working with the Advertising team to develop innovative and sustainable sales strategies so we can provide our advertising clients with the best possible service,' says Marc Oestreich, discussing his new role.

Photo: Marc Oestreich, new Sales Director SMG Advertising

Contact

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About SMG Swiss Marketplace Group

SMG Swiss Marketplace Group Ltd. is a pioneering network of online marketplaces and cutting-edge digital company that simplifies people's lives with innovative products. SMG Swiss Marketplace Group Ltd. provides customers with the best tools to meet their life decision needs. The portfolio includes Real Estate (ImmoScout24, Homegate, Flatfox, alle-immobilien.ch, Immostreet.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), Automotive (AutoScout24, MotoScout24), General Marketplaces (anibis.ch, tutti.ch, Ricardo) and Finance & Insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, La Mobilière and General Atlantic.