

Press release
Zurich, 20 August 2024

Sandro Principe appointed new Head of Business Customers at SMG Real Estate

SMG Swiss Marketplace Group is pleased to announce the appointment of Dr Sandro Principe as Director Business Customers. Principe will have overall responsibility for business customers at SMG Real Estate, which includes ImmoScout24, Homegate, and Flatfox, among others. Principe succeeds Marcel Meier, who successfully built up and managed the B2B division for many years. As of September, he will concentrate on his doctoral studies in Lyon and will support SMG Real Estate on a temporary advisory basis.

From 1 November 2024, Dr Sandro Principe will assume the position of Director Business Customers within SMG Real Estate for the real estate marketplaces ImmoScout24, Homegate, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch and Acheter-Louer.ch. In this role, he will be responsible for the strategic management of the business customer area as well as the entire sales and customer service area.

Proven expertise and leadership personality

In Dr Sandro Principe, SMG Real Estate has gained a proven expert and an experienced manager. Dr Sandro Principe brings many years of experience from various management positions in the real estate and IT industries. Before joining SMG, he was a member of the Executive Board at Yarowa AG, where he built up the international property management practice, among other things. Before that, he was Chief Transformation Officer at Wincasa AG, responsible for the digitalisation of one of Switzerland's leading real estate service providers. Other positions include Swisscom, SPS (formerly Swiss Post Solutions), Accenture and a founder of Lemonfrog, which operates 17 brokerage platforms for property management services in four countries. Sandro Principe holds a Ph.D. in Business Administration from the University of St. Gallen and has extensive training in management consulting and agile management.

Martin Waeber, Managing Director of Real Estate at SMG, looks forward to the future collaboration: "With Sandro Principe, we have gained a proven expert in the Swiss property and IT landscape, and we welcome him to the team." Sandro Principe succeeds Marcel Meier, who now wishes to continue his individual career path outside the company after successfully working for SMG Real Estate. "My special thanks go to Marcel Meier. With his commitment and passion for our business clients, he has played a key role in shaping the success of SMG Real Estate over the past five years. I wish Marcel every success in his future studies in France and beyond," continued Waeber.

Photo 1: Dr. Sandro Principe, Designated Director Business Customer SMG Real Estate

Photo 2: Martin Waeber, Managing Director SMG Real Estate

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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, moneyland.ch). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.