

Media Release
Zurich, 2 May 2025

Urs Scheuber becomes new Head of Sales at SMG Real Estate

In Urs Scheuber, SMG Real Estate has gained a proven sales and industry expert to lead the sales division. He will assume the role of Head of Sales on May 2, 2025, and will make a significant contribution to further strengthening SMG Real Estate's proximity to its customers.

As part of the strategic development of SMG Real Estate's B2B business segment, Urs Scheuber will assume the role of Head of Sales on May 2, 2025. With his wealth of experience in sales, key account management and leadership, he will play a central role in further strengthening SMG Real Estate's customer relationships and driving market development in a targeted manner.

Urs Scheuber was most recently CEO of Barrier Immobilien AG and brings with him in-depth industry knowledge and a strong network. His many years of sales experience in the real estate industry make him the ideal person to significantly advance the deepening of customer relationships. "With Urs, we are gaining an experienced leader who knows both the challenges of a dynamic market environment and the needs of our clients inside out," says Dr. Sandro Principe, Director Business Customer, SMG Real Estate. "He will support our teams in further deepening customer relationships, optimising sales processes in a targeted manner and helping to shape innovative, customer-centric solutions."

At the same time, Giuseppe Barbato is taking on the new role of Head of Sales Operations. In this role, he will support Urs Scheuber in the further development and automation of sales processes and look after our most important key customers in the Key Account segment. He will also act as Urs Scheuber's deputy to ensure close strategic coordination.

With this realignment, SMG Real Estate is strengthening the link between customer needs, sales and product development - a key step on the way to an even more focused and effective B2B presence.

Contact

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About SMG Swiss Marketplace Group Ltd.

SMG Swiss Marketplace Group Ltd. (swissmarketplace.group) is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with forward-looking products. SMG Swiss Marketplace Group AG gives its customers the best tools for their life decisions. 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 and Insurance (FinanceScout24, moneyland.ch). The company was founded in November 2021 by TX Group AG, Ringier AG, La Mobilière and General Atlantic.