

Hendrik Hanisch takes over as head of agency business at AllMediaDesk

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The platform provider AllMediaDesk appoints Hendrik Hanisch as Team Lead Key Account Management GSA, effective immediately.

In his new role, Hendrik Hanisch and his team will be responsible for supporting all important network agencies in Germany, Austria and Switzerland. He will focus on the "Managed Service" business area, where AllMediaDesk offers media agencies the service of handling campaigns via the technical platform.

Numerous audio advertising channels, such as online audio, in-store radio and FM radio, can already be booked via the platform developed in-house. More advertising channels will be added over the course of the year.

Hendrik Hanisch joined AllMediaDesk in September 2019 and worked as Key Account Manager until his promotion. Before joining AllMediaDesk, the business administration graduate worked in key account management at L'Oréal.

In future, Hendrik Hanisch will report directly to the Chief Sales Officer, Matthias Mroczkowski. The management level has been newly created to better structure responsibilities. This is intended to reflect the growth of the international company headquartered in Düsseldorf: In the last six months, more than 100 radio and TV stations decided to work with AllMediaDesk.

Matthias Mroczkowski, CSO of AllMediaDesk, is pleased to be able to fill the position internally: "In addition to our strong international expansion in the ad tech sector, we continue to invest specifically in our linguistic home market. We are pleased to be able to recruit Hendrik, a motivated employee from within our own ranks, for this position."

About AllMediaDesk

AllMediaDesk is a globally active IT company in the media and advertising industry. AllMediaDesk operates a platform that enables advertisers and agencies to easily plan advertising campaigns and automatically book them with media providers. AllMediaDesk supports media groups with technology for automating sales processes and moreover in creating commercial breaks automatically and managing their advertising inventory in the best possible way.