



Uberall appoints Google veteran Norman Rohr as SVP Marketing

Rohr joins location marketing tech company to head up global marketing and support rapid growth

Berlin, Germany, - 22 January 2019 – Uberall, a global leader in location marketing solutions for brick-and mortar businesses competing to attract and win nearby customers, announced today that marketing veteran, Norman Rohr, has joined the company in the newly created position of Senior Vice President of Marketing. Rohr brings a wealth of experience to the role, having spent more than 15 years working in the technology and digital media industries. He has held senior positions on three different continents, for innovative startups, as well as at Google.

At Uberall, Rohr will head up all of the company's strategic marketing activities, playing a pivotal role as the company continues to expand its existing operations across the globe. In particular, he will be responsible for accelerating Uberall's go-to-market strategy, enabling physical retailers, restaurant chains and other local services companies to find and engage with new customers, increase footfall to their premises, boost their revenues, and stave off competition from both physical and online businesses.

Florian Huebner, Uberall's co-CEO commented, "*Norman's experience of spearheading strategic marketing activities for organizations in so many different countries – for scale-ups right up to some of the giants of the industry – makes him the ideal fit for this role and for our rapidly growing business. He will play an instrumental role as we continue to ramp up our operations across the world.*"

Before joining Uberall in Berlin, Rohr was based in Boston, where he was VP of Global Operations & Strategy for video advertising specialist, Pixability, responsible for the company's entire sales operations and marketing. Prior to that, Rohr headed up small and medium business marketing for Google in Canada, having previously worked for the company in London, San Francisco, Tokyo, Toronto and Zurich. He has also held senior positions at Swiss speech technology startup, SVOX, helping to scale the company from 11 to 160 staff.

"I am delighted to become part of one Europe's great startup success stories. The company has already experienced fantastic growth, and I'm looking forward to keeping the momentum going," said Rohr. *"Some of the world's biggest and most successful retailers, restaurant chains and services companies rely on Uberall to connect and engage with local customers in a more meaningful and profitable way; it'll be my mission to help yet more businesses reap these benefits, and drive more customers to their doors."*

About Uberall, Inc.

[Uberall](#) is a global leader in location marketing technology. Its flagship Location Marketing Cloud platform empowers the world's biggest brands to connect with their customers and turn online interactions into offline sales. Uberall gives businesses central control of their digital presence and online reputation, enabling them to easily manage brand interactions in real-time on all digital platforms—mobile, voice and desktop—across websites, mobile apps, store locators, search engines, maps, social platforms, and advertising networks. The [Location Marketing Cloud](#) provides a consistent, accurate digital brand footprint that helps businesses capture new customers and maximise revenue for every location.

Uberall is headquartered in Berlin, with additional offices in San Francisco, London, Paris, Amsterdam, and Cape Town. Its clients include Fortune 500 companies and industry leaders from all over the world.

Learn more at www.uberall.com.

PR Contact – UK

Eleri Boyesen/Michelle Edge– Eleven Hundred Agency

E: eleri.boyesen@elevenhundredagency.com / michelle.edge@elevenhundredagency.com

T: +44 (0)20 7688 5202