

Reference: Fritz Stürmer (english translation)

Fritz Stürmer has served as Sales Director GSA and Key Account Manager at Project Sunblock Germany GmbH from August 2013 until January 2015.

Project Sunblock Germany GmbH is the German branch of Project Sunblock Ltd., based in London, England, which is a technology company providing quality control software for online display marketing, especially in the areas of brand safety, ad viewability, and bot and fraud detection.

The company's customers include online media agencies, brand advertisers, and service providers for real time advertising.

Mr. Stürmer managed the company's German-speaking customers, including media agencies, RTA service providers, SSPs, DSPs, and brand advertisers.

Furthermore, Mr. Stürmer was responsible for the strategic evolution of the company's online and offline communications and the establishment of its sales operation.

In close coordination with the company's management and the London-based software development team, Mr. Stürmer was in charge of:

- Management of all customer projects in GSA countries
- Establishment and controlling of the GSA sales operation
- Coordination with the company's international and interdisciplinary teams, drawn from consulting and technical teams
- Process controlling ensuring on-time delivery
- Development of new business and business partnering as well as communication with existing customers
- Customer presentations and consulting
- Quality control of Project Sunblock's deliverables
- The company's external communications - fairs, PR, print, online, social media

Over the course of his employment, Mr. Stürmer was in charge of nearly all customers and decisively shaped the output of Project Sunblock in the German-speaking countries. While doing so, he demonstrated his conceptual power and consulting skill as well as great flexibility and capacity to deliver under pressure. As a result, customers were highly satisfied and numerous projects were acquired.

Mr. Stürmer's work is distinguished by a high degree of professionalism, dedication and efficiency. Even under great pressure, he demonstrated the capacity for excellent and creative solutions. He performed all assignments to the company's fullest satisfaction.

Mr. Stürmer led various teams to repeated outstanding performances and significantly contributed, in close cooperation with colleagues in London, to the successful establishment of the company's GSA operations. This was aided by his excellent English and assured and eloquent bearing.

In Mr. Stürmer, a highly valued colleague, whose dedication went far beyond the ordinary, is leaving the company. Unfortunately, Mr. Stürmers position in Germany will be discontinued due to decisions made at the parent company in London and we regret very much to lose him for this reason. We thank him very much for his valuable work and wish him all the best for his personal and professional future.

Dr Marcus Thiele / CEO Project Sunblock Germany GmbH