

HubSpot Appoints Gregor Hufenreuter As New Sales Director For The DACH Region

Wednesday 10 May, 2017

HubSpot announced today that it has appointed Gregor Hufenreuter as the Director of Sales for Germany, Austria, and Switzerland. In the new role, Gregor will head up DACH sales and strategic business development in the region, and will also manage the new Berlin office slated to open this fall.

Gregor will further expand HubSpot's fast-growing business in Germany, Austria, and Switzerland, both in direct sales and through the company's comprehensive partner network.

In order to support growth in the DACH market, HubSpot will open an office in Berlin in the fall of 2017, making it the company's second location in Europe and the first branch in the German-speaking region. Gregor will build and develop the team for the Berlin office and further improve collaboration with customers and partners in the DACH region to extend HubSpot's leading market position in the field of inbound marketing and sales software.

'With Gregor we have found a Director Sales who will support us in expanding our presence in the German-speaking market and who complements our dedicated team in the best possible way,' said Christian Kinnear, Managing Director EMEA, HubSpot. 'His longstanding experience in the DACH market, his industry insights, and his outstanding expertise in the field of marketing and sales IT are a huge gain for us.'

Prior to joining HubSpot, Gregor held the position of Director Corporate Sales EMEA at SugarCRM and led the sales business of the CRM software provider. Before, he was working in several sales management positions including companies like Trademob GmbH, a software provider for mobile app advertising; the Axel Springer SE-owned affiliate marketing provider zanox (today: AWIN AG); and the e-mail and Internet security company eleven GmbH (today: Cyren Ltd.).

'I am excited to join HubSpot in this period of accelerated growth, and I am already thrilled about the company's transparent and very motivating corporate culture and hands-on spirit.,' said Gregor. 'I am looking forward to building up a dynamic team to help our vision become reality. Together we will inspire the DACH market with new ideas and show businesses how they can boost their growth with the inbound marketing and inbound sales methodology.'

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