

Press release

## **pressrelations hires Florian Klaus as new Head of International Business Development**

Klaus returns to pressrelations GmbH after four years at PRIME Research

Dusseldorf, July 16, 2019

The full-service media monitoring provider pressrelations has reinforced its strategy team on 1 July: Florian Klaus is assuming responsibility for the international business development, effective immediately. In the newly created position, he will in particular further expand the U.S. business, contributing his experience in catering to the needs of globally operating major customers.

“Florian Klaus is rejoining us at the right time,” says pressrelations’ Managing Director Jens Schmitz. “After successfully opening up further markets in North America and Asia, Florian’s international expertise is now creating an ideal interface for coordinating and expanding the scope of services offered by our new locations.”

Holding a degree in information management, Florian has more than twelve years of experience in the media monitoring industry. Most recently, in his role as Social Media Director, he was responsible for strategic consulting of key accounts, international quality management and the further development of social media tools and analysis formats at PRIME Research.

“I am pleased to be a part of pressrelations again and to continue promoting the successful internationalization of the last few years,” says Florian Klaus. “The professional environment of pressrelations offers me optimal conditions for the development of new business areas, which is demonstrated by innovative products such as FirstSignals or the new cross-media generation of NewsRadar.”

### **pressrelations GmbH**

Founded in 2001, pressrelations GmbH, with headquarters in Dusseldorf and branches in Berlin, Hamburg, Austin, Dublin, Moscow and Sofia, is an international service provider for cross-media monitoring and analysis services. The company combines in-house technology with human expertise through its news managers, analysts and consultants. pressrelations provides practical insights and guidance to over 500 customers, for planning, controlling and evaluating their communication work.

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