

Press release

pressrelations hires Andree Blumhoff as Group Head Media Analysis

pressrelations GmbH once again expands its business development team

Dusseldorf, March 3, 2021

Andree Blumhoff, former Head of Product Development at Argus Data Insights, will join the international media monitoring company pressrelations on April 1, 2021, where he will be responsible for media analysis services for the markets Germany, USA and Switzerland. Together with Florian Klaus, Head of International Business Development, and Chief Strategy Officer Oliver Heyden, Blumhoff will continue to develop the Digital Newsroom and Predictive Analytics business segments.

“With its consistent cross-media approach and intelligent trend detection solutions, pressrelations is an absolute pioneer in the industry,” says Andree Blumhoff. “With the new possibilities of strategic early trend detection and cross-media dashboards in the customer frontend NewsRadar, pressrelations offers the best preconditions for next-generation corporate newsroom solutions.”

Blumhoff studied communication sciences and economics and can look back on more than 17 years of experience in the media monitoring and analysis business. After stints at PMG Presse-Monitor and Prime Research international, he most recently served as Head of Product Development at media monitoring company Argus Data Insights. “We are extremely pleased to be able to attract such a proven analysis expert,” emphasizes pressrelations Managing Director Jens Schmitz. “This means we are once again investing in the development of new analysis applications enabling our customers to consolidate large amounts of data and gain strategically relevant insights.”

With the further expansion of the business development team, the full-service provider for media analyses once again emphasizes the innovation course on which it has increasingly embarked in recent years. For instance, the DPOK-awarded trend analysis tool FirstSignals, led by Oliver Heyden, is expected to enable valid topic forecasting, content consulting for storytelling and the creation of topic-related trend typologies with the help of AI-based forecasting. Further solutions in the areas of threat intelligence, disinformation detection and dark web content will be further developed under the leadership of Florian Klaus and will be integrated into the customer portal NewsRadar. Joining this team, Blumhoff will primarily expand media analysis and ensure its full newsroom-readiness.

About pressrelations

Founded in 2001, pressrelations GmbH, based in Dusseldorf and with further locations in Austin (Texas), Berlin, Dublin, Hamburg, Leipzig, Moscow, Singapore, and Sofia, is a service provider for cross-media monitoring and analysis services. The company combines its in-house developed AI-based technology with the expertise of its news managers, analysts and consultants. In addition to the real-time customer portal NewsRadar®, pressrelations offers custom-made reporting formats, scalable newsroom solutions and the DPOK-awarded analysis method for early trend detection FirstSignals®. pressrelations provides more than 600 customers with practical insights and recommendations for planning, controlling, and evaluating their communication work.

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