

## **pressrelations Hires Daniel Schaible as Head Coach for North America**

**AUSTIN, TX, 14.04.2020** - The international media monitoring and analysis provider pressrelations announced that Daniel Schaible has joined its team in the role of Head Coach for North America. This move is the latest in the company's ongoing focus on the USA and Canada, further building on its commitment to provide reliable media monitoring and analysis services in the region. Daniel's extensive multi-discipline background will allow pressrelations to maintain and improve its strong customer-centric sales and support team in the USA.

Before joining pressrelations, Daniel headed a copyright licensing agency, after having worked with Burrelles Information Services. He brings more than 35 years of experience in the publishing industry, having specialized in sales, production, labor relations, and IT for Advance News, NewsAmerica, Thomson, and Hearst.

He has served on the Content Division Board of Directors for the SIIA, as well as on the board of AMEC, where he was awarded a lifetime fellowship.

He currently resides with his wife in Ashland, VA.

"In what is surely to be known as the "Time of Covid-19", a reappraisal of the basic values associated with the impact of our communications on communities and individuals will be paramount." commented Daniel. "I have chosen to join pressrelations after having seen their commitment to assisting their customers and colleagues on this very journey. I encourage you all to join with us as we move onward."

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 proprietary technology with the expertise of its news managers, analysts and consultants. pressrelations provides more than 500 clients with practical insights and recommendations for planning, controlling and evaluating their communications work.

### **Contacts**

Florian Klaus

Head of International Business Development

Tel. + 1 888.544.2100

florian.klaus@pressrelations.de