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## **Press release**

### **mrge brings industry expert Felix Witte to management to expand commerce advertising platform globally**

**Hamburg, October 4, 2022 - mrge, a leading platform for commerce advertising, is expanding its management team a short time after its launch. Felix Witte, former manager of Awin AG, is joining the team. As General Manager, he will be responsible for the commercial business together with Nikolaus Spitzzy, Senior Vice President. Both will report to Tobias Conrad, CCO of mrge.**

Felix Witte comes from Awin AG, an Axel Springer SE company, where he was Director of Corporate Development and Strategy from 2019 until now and also advised management as a member of the Awin Steering Committee. In his position, he was responsible for Awin's M&A business worldwide, built strategic partnerships and led group-wide project management. His focus included creating scalable structures in order to lead the company to organic and inorganic growth. Prior to 2019, Felix Witte was already working as Senior Manager Corporate Development & Strategy at Awin.

mrge was launched on September 1, 2022, as the umbrella brand of the three companies digidip, shopping24 and Yieldkit. As part of the post-merger integration of the three companies' various departments, the commercial units' teams of digidip and Yieldkit will be reorganized under the responsibility of Felix Witte and Nikolaus Spitzzy. As General Manager, Felix Witte will be responsible for publisher clients and operations in the dual leadership. Nikolaus Spitzzy, Senior Vice President Advertiser & Publisher Development, will drive international relationships with networks and advertisers and redevelop the business areas around commerce advertising. This allows mrge to make optimal use of the synergies between digidip and Yieldkit, and also to consistently expand the processes and structures for the coming global growth through further acquisitions.



*Felix Witte, General Manager, mrge*



*Nikolaus Spitzzy, Senior Vice President, mrge*

Tobias Conrad, CCO of mrge, explains: “We are really excited to have Felix Wie join us. He is an absolute industry expert and with his international experience and knowledge he’s a perfect fit for our team and knows the course we need to set for our continued global growth. He is familiar with the many different aspects of performance and affiliate marketing and knows how the role of digital marketing will shift towards commerce advertising in the future. Together with Nikolaus Spitzzy, he will strengthen and expand networking and interlinking with our customers. This is how we are rapidly approaching our goal of becoming the leading platform for commerce advertising as a global player.”

Felix Witte adds: “Content publishers need a strong and innovative partner to help them monetize content. With its brands digidip, shopping24, and Yieldkit, mrge is already a global market leader for commerce advertising and commerce content. This is reflected both in the impressive organic growth of the group of companies and in the innovative strength of the teams in Berlin and Hamburg. The basis for this success is the open, collaborative and results-oriented corporate culture, as well as the high-quality partner companies. I’m looking forward to working with a team of international talent and dedicated, likeable individuals, and to strengthening mrge together as an innovation partner for content monetization.”

### **About mrge**

mrge is the leading global platform for Commerce Advertising, connecting more than 5,500 publishers, 50,000 advertisers, and 100 networks in over 160 countries. In 2021, the group generated almost 3 billion affiliate links for its publisher clients, resulting in upwards of EUR 2 billion of additional e-commerce sales for its advertiser clients. By merging smart tools, technologies, and formats, mrge brings campaign messages closer to content, creating value for publishers, advertisers, and users alike.



mrge unites the strengths of three leading companies: digidip, which focuses on premium publishers with high traffic, shopping24, which provides product recommendation solutions, and Yieldkit, which delivers high reach and performance. mrge is supported by majority shareholder Waterland Private Equity and managed by CFO Michael von Stern, CTO Nils Grabbert, and CCO Tobias Conrad. mrge has offices in Hamburg and Berlin and employs close to 120 people.

[www.mrge.com](http://www.mrge.com)

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