



orderbird continues to grow: Andrea Ritzerfeld becomes CMO at orderbird

Berlin, 18 February 2014 – Andrea Ritzerfeld (33), a veteran in the field of international marketing, joined orderbird AG (www.orderbird.com) in January 2014. She is assuming the role of Chief Marketing Officer (CMO) at the company, which provides the No. 1 iPad POS system for the catering industry. Her duties also include oversight of orderbird's internationalisation into additional European markets.

Andrea Ritzerfeld previous post was as marketing and internationalisation director at Babble.com, a language learning portal. Within 18 months she and her team tripled the site's users base, with 800,000 average monthly users, a million App downloads and sales in over 50 countries. Her efforts included online marketing and highly profitable TV adverts placed as a new performance channel in four European countries and the USA.

Ritzerfeld, who holds a degree in business management, had previously worked in management at the Gruner + Jahr publishing group and Georg von Holzbrinck, as well as time as a freelance consultant, including for lumosity.com (50 million users) of San Francisco.

Jakob Schreyer, Founder and CEO, hailed the hire: "In the last twelve months alone we've more than doubled our customer base in Germany, Austria and Switzerland. With Andrea Ritzerfeld's comprehensive know-how in the fields of marketing and internationalisation, orderbird anticipates massive acceleration of our growth."

About orderbird:

orderbird (www.orderbird.com) is an award-winning iPad Point of Sale system for the hospitality industry. orderbird was founded in 2011 by Jakob Schreyer, Bastian Schmidtke, Patrick Brien and Artur Hasselbach with the goal of establishing a more affordable and intuitive POS system that fits the real needs of the modern catering industry. The fast-growing company is currently home to more than 45 employees at its Berlin location. Over 2,000 customers – restaurants, cafés, bars, clubs, ice cream shops and beer gardens – in the United Kingdom, Ireland, Germany, Austria and Switzerland are already using the orderbird POS system.

Download press releases and photo stock at <http://www.orderbird.com/en/press>

Press Contact:

Nicole Scheplitz
orderbird AG
press@orderbird.com
+49 176 100 22 491