



## **orderbird wins Foursquare Vice President for supervisory board**

**iPad Point of Sale system establishes new supervisory board and welcomes three senior advisor members**

### **Increased focus on internationalization and strategic growth**

**San Francisco/London/Berlin, May 28th 2014:** orderbird, the iPad Point of Sale system, today announced that Holger Luedorf, Vice President of Business Development at US-based company Foursquare, will become a member of the orderbird supervisory board. He will strategically support orderbird in the areas of growth, internationalization and product innovation.

The iPad Point of Sale system for restaurants, cafes, bars, clubs, recently expanded to the United Kingdom and Ireland, with plans to enter two more countries in the coming months. More than 2,000 businesses currently use orderbird. The company has grown 200% in the last 3 months.

"I was convinced by orderbird's vision and the company's incredible success. With only a fraction of the funding available to comparable iPad Point of Sale systems in the United States, orderbird has achieved similar growth in customer numbers in Europe. In order to continue this development, I will be helping orderbird to further enhance the product's usability for customers and help the company with their growth efforts into new markets", says Holger Luedorf.

Jakob Schreyer, CEO and Chairman of the Management Board at orderbird, explains: "Together, we are evolving the classical Point of Sale into a Point of Service. We are proud of the fact that we were able to win over an experienced and respected strategist from the Consumer and Mobile area due to our success".

Alongside Holger Luedorf, a newly created advisory board, made up of renowned experts, will advise the rapidly growing company on strategic issues and promote internationalization. With the addition of Alexandre Massart, based in London, and Mark Schoen, based in Atlanta, there will be two more international experts involved in the further development of orderbird.

Holger Luedorf, based in San Francisco, is currently also responsible for the development of strategic partnerships and international growth for the location based social network Foursquare. Prior to this the new supervisory board member has held senior managerial positions for international companies all over the world, such as T-Mobile International and Yahoo.

Alexandre Massart has over 20 years of experience and is one of the most highly respected personalities in the Payment, Mobile and Product Innovation areas. He worked for VISA in the United States and Europe as Director of Strategic Ventures & Alliances and Head of Innovation. At Swiss Bank UBS, he was Head of Mobile Product Development for financial services.

Mark Schoen, following his career in top-level management positions at NCR Corporation, Radiant Systems, and Orderman, the provider of ordering and billing systems in the restaurant and hospitality industry, will further support orderbird with industry experience for internationalizing point of sale systems.

Jakob Schreyer adds: "We are very honored that Mark Schoen and Alexandre Massart have also agreed to assist the development of our company with their know-how and vision. They will contribute significantly to orderbird's internationalization and help develop strategic partnerships."



## **About orderbird**

orderbird ([www.orderbird.com](http://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 Brienens 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 50 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, Switzerland are already using the orderbird POS system.

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