



## **uberall acquires sales veteran Stephane Ville to spark digital-marketing revolution in French commerce; opens French office**



Berlin, 14.09.2017 - uberall, the digital location marketing pioneer, has made Stephane Ville Vice President of Strategic Partnerships in France, to build on French consumers' advanced use of Local Search.

Stéphane is an expert in digital marketing and partnerships, previously heading the sales departments for Adobe Systems and Gutenberg Technology in the French and European markets. He was a pioneer in the country to speak about the benefits of digital marketing.

Along with appointing Stéphane, uberall has underlined the importance of the French market by opening a new office in Paris, establishing a permanent presence and a first-point-of-contact for its growing list of French partners. Stéphane will operate out of uberall's Paris office, along with his new team. The French office is uberall's third, after its Berlin HQ and its US office in San Francisco.

Stephane comments: "I cannot wait to build upon the global success that uberall has enjoyed, in my home country. My focus will be to build a strong partnerships ecosystem between businesses and uberall to help transform France into a leading Digital Market!"

According to "Baromètre du Numérique 2016", 42% of the French population use their mobile phones in order to find shops using location data. Businesses who want to address this growing market, need to focus on location marketing. uberall, as Europe's leading location marketing platform, will build a strong partner network in France to help those businesses succeed.

Partners who want to sign with uberall or businesses interested in location marketing can learn about uberall during the Paris Retail Week on the booth C059 from the 19th to the 21st of September, or contact the company on [partner@uberall.com](mailto:partner@uberall.com).

## **uberall GmbH**

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uberall powers sales through location data, using the innovative Location Marketing Cloud. We enable companies to manage multi-site information in a centralized tool, enriching and securing data in a global range of directories, maps, social networks and navigation services, providing maximal findability for their stores, and enabling businesses to interact with their customers, wherever their business is mentioned online. Our products, Engage, Listings and Locator, empower businesses to transform online interactions into offline sales, all over the world.

uberall was founded in 2013 by David Federhen, Florian Hübner and Josha Benner, in Berlin. It is backed by top investors, including United Internet, FUNKE Digital, and Project A Ventures, and has offices in San Francisco and Paris. Its clients include renowned companies like Vodafone, Holiday Inn, and Saint Gobain. More information can be found at [www.uberall.com](http://www.uberall.com) and [@getuberall](https://twitter.com/getuberall).