

## **Press Release**

### **New Head of Marketing & Sales at Method Park**

***Michael Christian Landwehr was appointed the new Head of Marketing & Sales at Method Park on January 1, 2016. In this role, he will be working to promote the development and expansion of customer relationships in addition to increasing brand awareness for Method Park.***

Erlangen, January 19, 2016 – Michael Landwehr (born in 1974) holds a degree in business administration and has extensive experience in this field. Prior to joining Method Park, he held various senior positions for companies such as SynSpace GmbH and Continental Engineering Services GmbH in the areas of process and project management and business development. Mr. Landwehr is also familiar with the Method Park Group's core markets. Through his previous career experience, he has become well-versed in dealing with the industry-specific challenges in the automotive, IT and financial services sectors. Together with five employees, his objective at Method Park will be to tap into additional sectors and to position the company as a systems provider for major customers. Ultimately, the target for the group, which has served more than 5,000 customers since 2001, is to achieve total sales revenues in excess of EUR 14 million during the current fiscal year.

Method Park's recognized expertise in the three dynamic fields of consulting, engineering and process management software

is what brought Michael Landwehr to Method Park. Mr. Landwehr describes his commitment to the Erlangen-based software company as follows: "The marketing of Method Park as an innovative, top-quality service provider along with the goal of increasing the market share and further expanding awareness of the company present me with very exciting challenges that require a great deal of responsibility."

Michael Landwehr is also particularly interested in the impact and opportunities associated with the Internet of Things as well as measures for continually improving development qualities in IT projects.

*Number of characters (spaces included): 1.995*

### **About Method Park**

For many years Method Park has successfully offered consulting in questions of software for safety-critical systems in the automotive industry and in the medical technology area, for which the company develops its own software solutions. Method Park brings extensive know-how to fields with high and extremely high safety requirements. With this knowledge Method Park offers its customers a variety of solutions from a single source that contribute to the success of each company. Method Park is the competent partner for consulting, coaching, training, engineering services and products for all questions of software development processes. The "Stages" Web-based process management portal developed by Method Park supports users with the practical implementation of development processes. Stages ensures the realization of predefined quality standards and process models and can be integrated in all common development environments. Furthermore, Stages enables the global distribution of development tasks beyond corporate boundaries. Founded in Erlangen in 2001, Method Park employs around 125 persons at sites in Erlangen, Munich and Stuttgart, as well as in Detroit and Miami in the USA.

### **For further information please contact:**

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