

## C-level growth at COYO: Mark Muschelknautz begins as Chief Marketing Officer

**Hamburg, June 17, 2021** – From June, Mark Muschelknautz will be strengthening the management team of COYO, the leading employee communication platform, as its Chief Marketing Officer (CMO). Muschelknautz will lead the entire marketing operation – from demand generation, lead generation and branding to product marketing. Together with founder and CEO Jan Marius Marquardt and the rest of the management team, he will be driving forward with the growth strategy and international expansion of COYO.

Muschelknautz has previously run the marketing and internationalization divisions of numerous German and US software companies, including Matrix42, Mindjet (now Corel), Notable Solutions (now Nuance) and Abas ERP. Before his move to COYO, he was working in a consultancy capacity as CMO-in-residence for various portfolio companies belonging to the private equity company BID Equity.

“COYO is on a steep path of growth. Never before have so many companies throughout the world focused on their digital employee communication. We are therefore expanding our team specifically to include people who are familiar with the challenges and opportunities of a high growth environment and who want to achieve the next stage of growth with us. Mark has demonstrated many times over that he can handle growth and internationalization,” says Jan Marius Marquardt, founder and CEO of COYO.

Muschelknautz, who studied International Administrative Management in Germany and France, is supporting the team at its Hamburg headquarters with immediate effect. “An opportunity like COYO does not come along every day. The company has everything that a future unicorn needs: the strongest product by comparison, the right investors and momentum on the market. But above all it’s the team, the COYOneers, who make the difference and have filled me with enthusiasm from the start: the people are on fire, they are ambitious and smart.”

### About COYO

COYO is the leading German provider of employee communication software and is based in Hamburg. COYO offers companies an intuitive and centralized software solution that makes it easy to reach out to all employees in the company, connect them with each other and promote both feedback and corporate culture. With COYO, employers can create a communication channel that is independent of device and location for company-related information and social interaction. From clinics to railroad companies – over a million users in firms such as Deutsche Bahn, Ritter Sport, Asklepios and E.ON have found their digital home in COYO. Further information is available at [www.coyoapp.com](http://www.coyoapp.com).

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