

Brand a Trend GmbH Bolsters Team, Adds to Sales and Marketing Capabilities

Written by Australian Business

HEIDELBERG, GERMANY, August 23, 2014 **/24-7PressRelease/** -- With the addition of Whitney Myrus, a new representative focused on selling and marketing to the government marketplace, Brand a Trend GmbH boosts their commitment to meeting the diverse needs of the international market.

Markus Schneider, CEO of Brand a Trend, summarizes the expansion: "Be it your local community, health care, law enforcement, homeland security, the motor vehicle authority, the government market represents a significant marketplace for our content analytics software SUMMICS by enabling these public services to better manage and respond to the massive amount of information generated in the countless numbers of forums they manage."

Whitney Myrus has over 20 years of experience in selling and marketing to government organizations throughout the world. He has worked for Verizon Communications as well as other companies focused on the US, international governments and non-governmental agencies. Myrus will help in establishing key relationships, navigate the complex contractual aspects of working within the market segment, and provide value feedback for product development.

About Brand a Trend: The Brand a Trend GmbH, located in Heidelberg, was founded in 2012. Brand a Trend develops automatized solutions in the field of mega-communities, mega forums, data-management and data-analysis, personalized for their client's individual business-processes. Together with their cooperation partners, Brand a Trend also offer Business Content for various systems and tasks. This way, clients gain bundled know-how in addition to high class evaluations, situating them one step ahead of the market. For further material and information on Brand a Trend GmbH and the offered services please visit the official website <http://www.brandatrend.com>