

ppi Media appoints Thomas Reinacher as new CEO of its US subsidiary, ppi Media US Inc.

ppi Media is the international workflow specialist for automated newspaper production with offices in Germany and the United States. Thomas Reinacher, a recognized expert in the industry, will now lead the US branch.

February 12, 2018. Thomas Reinacher can look back on more than 20 years of extensive experience in the industry. For the past ten of those years, he has been working with leading US media companies and publishers for ppi Media. His thorough understanding of the US media landscape has made him a reliable project partner to renowned companies, who appreciate him especially for his innovative visions of promoting media houses' digital transformation. His goal is to ensure a successful future for US media houses despite the many challenges arising in the industry. As Reinacher explains, "I focus on establishing new sources of revenue for publishers in a rapidly changing market by utilizing our newly developed apps. I also concentrate on optimizing existing production workflows with the digital assembly line developed by ppi Media, and on simplifying the way content is supplied using our editorial system Content-X as a content eco-system for all publication channels. This way, publishers are well-equipped for the future using the modules developed by ppi Media."

For Dr. Hauke Berndt, CEO of the German mother firm, ppi Media, the company is ideally positioned with Thomas Reinacher at the helm of the American subsidiary: "Being an internationally operating software company with customers ranging from the New York Times to the Bangkok Post means that we have a special responsibility to shape the development of the media landscape in an active and positive way with our solutions. Thomas has done a magnificent job over the past ten years and we are delighted that he has now taken on this leading role at ppi Media for this important market."

To meet Thomas in person, stop by the America East Media Business & Technology Conference in Hershey, PA (Booth No. 11) from March 12-14, 2018.

About ppi Media

ppi Media GmbH is the international workflow specialist for newspaper and magazine publishers, as well as printers, corporate publishers and groups, and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA.

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