

Press information

Munich, June 29th 2009

Vera Heubel is Head of the Marketing Department of usedSoft

Vera Heubel has become Marketing Director of usedSoft, the used software pioneer. In future, this IT- and marketing specialist will be responsible for the entire communication of the Europe-wide operating software dealer.

Heubel's scope of responsibilities will be focused on the external and internal communication. In future, all marketing activities of usedSoft will be combined and under her control. In view of the strong international expansion of usedSoft, it will be her particular task to develop a well-functioning international marketing organisation.

Heubel has marketing experience in the field of IT and technology of many years. Over the last eight years, she used to work for the Bayern Card-Services GmbH as, inter alia, product manager. Before having completed her business studies with major subject marketing at the Verwaltungs- und Wirtschaftsakademie Düsseldorf (Academy for Administration and Economy of Dusseldorf), Heubel started her professional career in the field of data processing with the RWE Energie AG, and she worked as Head of the EDP-Department with Dr. Rochus Mummert & Partner.

Information about usedSoft

usedSoft was set up in 2003, and it is a leading European supplier of used software originating from all application fields. Buyers of usedSoft licences are companies as well as software dealers. Customers of usedSoft are, among others, companies such as Edeka, KarstadtQuelle, Neckermann, Rewe, the Law Office Holme Roberts & Owen, as well as a leading soccer club belonging to the German Soccer League and a number of different Savings Banks. German authorities are more and more using used software as well: Next to the Bavarian State Capital of Munich, the German Federal Social Court in Kassel, the Municipal Administration of Bad Salzflun and the Data Central Office of Baden-Württemberg, there were more than 100 additional local authorities benefiting from usedSoft licences. The cost-saving benefit when buying used licenses ranges between 20 and 50 percent.

www.usedsoft.com

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