



## **PRESS RELEASE**

### **MAILUP GROUP: THE DATATRICS BUSINESS UNIT, SPECIALISED IN AI-POWERED PREDICTIVE MARKETING TECHNOLOGIES, REINFORCES ITS MANAGEMENT LINE WITH THREE NEW HIRES**

- *Pascal Van Baren appointed “Head of Customer Value Management”*
- *Mariane Magalhães appointed “Senior Marketing Manager”*
- *Harm Jansen appointed “Head of Sales”*

**Milan, 15 April 2021** - MailUp Group – (the “**Company**” or “**MailUp**”), a company admitted to trading on the multilateral trading facility *AIM Italia* and operating in the cloud marketing technology field, - announces the strengthening of its Datatrics business unit with the addition of three new management roles in the Sales, Marketing and Customer Value Management areas.

Established in 2012 and based in the Netherlands, [Datatrics](#) is MailUp Group’s business unit specialised in combining marketing and technology with the aim of harnessing the power of data and artificial intelligence. With over 300 customers and more than 40 employees, Datatrics markets a proprietary plug-and-play predictive marketing platform able to create increasingly relevant, omnichannel customer experiences, enabling marketers to increase customer returns.

In 2021, MailUp Group plans Datatrics’s transition from startup to scale-up through an important business evolution project called *Datatrics Value Creation Plan*, aimed at strengthening the Company’s organisation. The appointment of three new top managers, based in the Netherlands, plays a crucial step in introducing new, important skills into the company.

Namely, Pascal Van Baren was appointed Head of Customer Value Management. He will be responsible for the Customer Success and Customer Support teams, with the aim of implementing and developing customer value strategies.

Mariane Magalhães is the new Senior Marketing Manager, responsible for the development of the marketing team and the management of marketing programs on a wide range of channels and with main areas of intervention such as acquisition, business development and branding.

Harm Jansen holds the role of Head of Sales with the task of commercial development of the Datatrics product. Reporting to the Business Unit Director Bas Nieland, he will be responsible for platform sales through a direct and indirect sales structure.

Pascal Van Baren has extensive experience in structuring scalable customer success/support strategies in the B2B/SaaS field. A Business Administration graduate, he previously held the position of Senior Customer Success Manager, Enterprise EMEA for Optimizely and worked for companies such as InSided and NowInteract.

Mariane Magalhães has a solid experience in the marketing and communication field for companies such as Luxottica, Danone and Johnson & Johnson, with a focus on the development of consumer, HCP, trade, digital and PR campaigns. She graduated in Public Relations and Communication from the University of Sao Paulo, Brazil.

Harm Jansen is an experienced Sales Manager with specialisation in the e-commerce, Customer Data Platform and media agency sectors. Graduated in Management Economy & Law from Utrecht University, he previously worked at Oracle, OrangeValley and MetaDimensions.

MailUp Group, which recently announced its intention to change its name to Growens, is guided by a clear mission: to bring growth and technological innovation to customers and investors around the world. The new name - which will be officially adopted during the Shareholders' Meeting on 22 April 2021 - was chosen as part of an updating process of the Company's positioning, mission and purpose, developed to better represent the identity of an international Group born from email technologies and currently evolved into 5 business units and a portfolio of diversified solutions.



**MailUp Group (MAIL)** is a vertically integrated player in the field of Cloud Marketing Technologies. Its growing suite of data-driven solutions allows SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from parent company MailUp, the group boasts a steady growth path both organically and through acquisitions: Acumbamail (Spanish and LatAm markets), Agile Telecom (wholesale SMS market) and Datatrics (artificial intelligence). The brand portfolio is completed by BEE, an email editor launched in 2017 as a complementary business line, already covering thousands of customers worldwide. Today, MailUp Group is a leading European player in the field of Cloud Marketing Technologies, serving 25,500+ customers in 100+ countries. In 2021 the Board of Directors resolved to propose to the GSM the change of the legal name into "Growens S.p.A.".

The company is admitted to trading on the AIM Italia market managed by the Italian Stock Exchange, with a free float of 36+%.

**ISIN IT0005040354 - Reuters: MAIL.MI - Bloomberg: MAIL IM**

Media & Guidelines: <https://mailupgroup.com/guidelines/>

**For further information please contact:**

**MailUp Group Investor Relations**

Micaela Cristina Capelli

+39 02 71040485

[investor.relations@mailupgroup.com](mailto:investor.relations@mailupgroup.com)

**Nomad**

BPER Banca

+39 051 2756537

[mailup@bper.it](mailto:mailup@bper.it)

**MailUp Group Press Office**

Maria Giulia Ganassini

+39 02 89603080

[press@mailupgroup.com](mailto:press@mailupgroup.com)

[www.mailupgroup.com](http://www.mailupgroup.com)

**iCorporate - MailUp Group Press Office**

Arturo Salerni

+39 335 1222631

Ilaria Mastrogregori

+39 366 6970628

[mailupgroup@icorporate.it](mailto:mailupgroup@icorporate.it)