



Press Release

Berlin, 10th November, 2011

## **Team Europe brings Arend Lars Iven on board as CMO**

**Berlin, 10th November, 2011** - His new role is probably one of the most interesting of our time: on 10th November, Arend Lars Iven, formerly of Iven & Hillmann, will join Team Europe as Chief Marketing Officer.

In his new position, Iven will henceforth support the launches of young, fast-growing Internet enterprises, using his many years of expertise in online marketing to guide them to success.

This appointment is in keeping with Team Europe's on going growth. "We're delighted that Arend is on board. We have known each other for a long time, both privately and professionally – Arend has acted as a business angel in supporting many of our start-ups," commented Lukasz Gadowski, one of the founders of Team Europe. "His arrival will give Team Europe much more clout – a whole lot more, in fact!"

Speaking of his future work with Team Europe, Iven said, "I've known the team for many years. I've had an interest in online start-ups for quite a while and, as an investor, I have worked together with Team Europe in supporting promising start-ups. I look forward to diving straight into my new role – both working as part of the team and actively contributing to the growth of Team Europe."

Kolja Hebenstreit, also a founder of Team Europe, is also pleased about the new appointment. "We are familiar with Arend Lars Iven not only as an investor, but also as the head of the Iven & Hillmann agency. He is an outstanding businessman and marketing expert – one of the best in the industry. He and his agency were providing us with successful international online marketing support as early on as the Spreadshirt project."



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It was only at the beginning of this year that the 36-year-old finally stepped down from his operative management role at Iven & Hillmann, one of Germany's most successful online marketing agencies. Together with his partner, Ron Hillmann, Arend Lars Iven had put together and developed a team of over 30 staff and customers such as ImmobilienScout24, XING, congstar and TUI. The company was sold to the international agency network, LBi, at the end of 2007.



**About Team Europe:**

Team Europe builds Internet companies. The Berlin-based incubator has international reach and a current portfolio of 10 companies it has built from scratch. The partners at Team Europe have founded or invested in a number of very successful Internet companies along the way, including spreadshirt, studiVZ, brands4friends as well as Sponsorpay, Madvertise, Misterspex, Lieferheld and more.

Homepage: [www.teameurope.net](http://www.teameurope.net)

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