

## **Adventics GmbH: New Management Structure**

### **Dr. Thorsten Grieser: future role as shareholder**

Munich, 17 May 2021: adventics GmbH is revising its management structure. In future, Bernhard Gamper from the Vienna office and Gunnar Heinrichs from the Munich office will share the managing director responsibilities. Dr Thorsten Grieser, who is also based there, will concentrate on his role as shareholder at the renowned provider of lead tracking solutions in the future.

### **Career with cultural roots**

The 57-year-old adventics founder has always been very versatile. After graduating from high school, he did an apprenticeship as a publishing house clerk at Bertelsmann in Munich. He then studied history, literary history, business administration and economics in Hamburg, Munich and Erlangen. A doctorate in economic history at the Humboldt University in Berlin in 1998 rounded off his academic career. This was followed by notable positions in IT and as CFO.

### **From event data management provider to Munich film event institution**

Finally, Dr. Thorsten Grieser founded adventics GmbH in 2007 together with Bernhard Gamper and Gunnar Heinrich. In addition to its expert position in the trade fair sector, the Munich-based consultancy has also been advising renowned cultural institutions such as the Munich Film Festival for many years. Dr. Thorsten Grieser is going to be their commercial director from today on. "I am very much looking forward to the new task and will nevertheless remain closely connected to adventics," he summarises his decision.

### **Ready for future challenges**

"The mutually agreed solution allows adventics GmbH to optimally prepare for the future in the market. With the new start of international trade fairs, the German-speaking market, which has developed massively in the past year, has received an important signal. We are ready", says CEO Gunnar Heinrich about the personnel update. And Bernhard Gamper adds "We wish Thorsten all the very best and a great deal of success in his new role as commercial director of the Munich Film Festival and are already very much looking forward to the next shareholders' meeting."

**About adventics:**

adventics has been working as a consultancy exclusively for the management of European trade fair organisers for 15 years now with great success. With Scan2Lead, the company offers a solution that has long since made it the European market leader in visitor and lead tracking at trade fairs. More than 10,000 exhibitors as customers at the most important trade fairs every year show that well-founded and tried and tested trade fair knowledge is applied here.

**Please contact for questions:**

Marketing, PR: Joyce Mariel

Tel. +49 89 444 33 125

E-Mail: [joyce.mariel@adventics.de](mailto:joyce.mariel@adventics.de)

[www.scan2lead.com](http://www.scan2lead.com) | [www.adventics.de](http://www.adventics.de)