



Christian Anding - new Head of Marketing at macmon secure GmbH

Christian Anding started as Head of Marketing at network security specialist macmon secure in June. Anding, who has successfully worked in various international B2B marketing positions at Kaspersky Lab for more than 10 years, has extensive experience in the IT security business. Thus, the graduate economist and trained IT businessman will focus on the development and implementation of a new marketing strategy. At the center of his working philosophy is the customer, who is to be targeted individually and effectively in the specific phases of the sales process via various communication channels by means of integrated marketing.

Anding says: "The protection of networks, their management and monitoring are already today a business critical factor. IoT, OT or 5G will accelerate the digitization of our economy and the security problem will be exacerbated. As a German manufacturer, macmon secure offers one of the most innovative and simplest solutions for network security on the market, with a top level of quality and flexibility. With targeted and integrated marketing based on the use of intelligent and measurable technologies, we will reach the customer wherever he stays in the decision making process. I am really looking forward to the new task because my views and experiences match to it, for example in the area of demand generation and marketing automation, perfect for the creative marketing approach of macmon secure - smartly simple. "

About macmon secure

macmon secure develops network security software, focussing on Network Access Control. Founded in 2003 macmon secure has grown from strength to strength, becoming the technology leader in the field of Network Access Control. Based in Berlin, the macmon NAC solution is fully engineered in Germany. macmon secure has a broad diverse range of customers varying throughout all industries, capturing SMB's, medium sized enterprises through to large international corporations.

macmon's aspiration: Offering every company a flexible and efficient NAC solution. Which can be implemented with minimal effort, adding considerable surplus value for network security.

For more information, please visit: www.macmon.eu/en
Twitter: www.twitter.com/macmonUK
LinkedIn: www.linkedin.com/company/macmon-secure-gmbh
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