

Astaro Announces New Director of Channel Marketing, EMEA

Hille Vogel takes on the management of Astaro's channel marketing in EMEA.

Reading, UK - 17th July 2008 - Astaro Corporation, a leading vendor of security appliances, today announced the appointment of Hille Vogel as its new director of channel marketing in EMEA. Hille will compliment the existing marketing team with her experience and channel focus, strengthening Astaro's position as a market leader.

Hille Vogel joined Astaro on 1st July and is responsible for expanding the company's partner marketing activities on an international basis. Hille reports directly to the vice president of global marketing, Arne Klein.

Before joining Astaro, Hille was the marketing manager for central and eastern Europe at Dialogic. There she was accountable for communications, public relations and channel marketing. After her studies – achieving a diploma in economics with a focus in marketing – she worked for uni-X Software as a sales and marketing assistant, and later as marketing manager, where she was responsible for building their entire marketing infrastructure.

"With seven years of work experience in leading IT marketing positions, Hille Vogel is a skilled hire that possesses the complete marketing mix and industry know-how we have been looking for. We will use her expertise to enforce Astaro's rapid growth," Arne Klein said. "We are convinced that her involvement will enable us to strengthen the marketing support for our partners in all EMEA regions."

"A major goal of mine is to position Astaro's marketing activities for an international audience. Together with my team, we will raise Astaro's brand awareness in all sales regions and raise our presence at major tradeshow and IT events. We will also work to set up joint marketing campaigns with our partners," Hille Vogel says. "As well as classic channel marketing, we will be incorporating innovative lead generation activities to our marketing efforts. This will allow us to provide our partners with attractive new tools to further promote the Astaro portfolio."

[Download as PDF](#)

About Astaro

Astaro offers the most complete and easy to use Internet security appliances available. Combining best of breed applications, the proven quality of Linux and enterprise level performance, Astaro's award-winning products provide the latest protection with the best total cost of ownership. Software, hardware and virtual appliance offerings provide users the flexibility to meet a wide variety of deployment scenarios. Distributed by a growing worldwide network of more than 2,500 resellers, Astaro products protect over 35,000 businesses in 60 countries. Astaro, headquartered in Burlington, Massachusetts, USA and Karlsruhe, Germany, offers free downloads of its products at www.astaro.co.uk.

Contacts

James Farquharson
Goode International
+44 (0) 1491 873 323

james.farquharson@goode.co.uk

[eZ publish™](#) copyright © 1999-2008 [eZ systems as](#)