

## Former Yahoo Senior Marketing Manager and former TicketOnline CEO Switzerland join amiando

Date: 08-14-2008 04:58 PM CET

Category: [IT, New Media & Software](#)

Press release from: [amiando AG](#)



Munich — August 14, 2008 — amiando (amiando.com), the leading tool for online event organisation in Europe, today announced two new key hires to extend its management team.

Sebastian Eisler, former Yahoo Senior Marketing Manager and Urs Haeusler, former CEO Jamba Switzerland and former TicketOnline CEO Switzerland both join amiando to extend its management team.

Sebastian Eisler will be responsible for driving amiando's worldwide marketing activities in the role of "VP Marketing". Urs Haeusler will strengthen the International Business Development division, working towards further growth of amiando's partnerships and collaborations.

"Sebastian is a leading specialist in online business-to-business marketing, with 8+ years experience in this area. Urs comes to us with an extensive international business development background in both the online and the event- and ticketing-industry.", said Markus Eichinger, COO of amiando. "We are excited to have both join our dynamic management team."

Urs Haeusler started his career as a strategy consultant with Accenture. Afterwards, he joined the mobile Internet pioneer Jamba! as Country Manager Switzerland and helped building the Jamba! products and brands. At Voice Publishing AG, a leading Swiss ASP in telecommunication services, he was served as a member of the board and was responsible for Marketing, Sales and Business Development. At his most recent employer, TicketOnline, he was CEO of Ticket Online Switzerland. Urs graduated from the University of St. Gallen (HSG) with an MBA in Finance, Accounting & Controlling.

Sebastian Eisler was Senior Marketing Manager at Yahoo Germany and was responsible for Acquisition, Retention & Development in the department "Small & Medium Enterprises". Before joining Yahoo in 2003, he worked in several advertising agencies as a strategic consultant and founded and led a marketing agency with focus on online marketing. Sebastian has a degree from the Bayerische Akademie für Werbung Munich.

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### About amiando

Amiando ([www.amiando.com](http://www.amiando.com)) is the leading tool for online event organization in Europe and makes professional event organization easy. It offers online-based tools for invitation management, ticketing and community building for every kind of event. All tools are easy-to-use and have a convenient pay-as-you-go pricing. amiando's award-winning tools are being used

throughout Europe, US and Asia for organizing more than 50,000 events. Thousands of organizers worldwide are choosing amiando to manage their events online. amiando, a Red Herring 100 Europe 2008 Winner, is backed by renowned venture capital company Wellington Partners and several business angels including Lukasz Gadowski and Stefan Glaenger.

[You can find this press release here](#)