

## **PRESS RELEASE**

### **Driving digitalization in the apparel industry Gerhard Karl is the new Head of Sales**

*Munich, 15.10.2018* – **Gerhard Karl joins Assyst in Munich as the new Head of Direct Sales. This newly created position strategically realigns Assyst's sales organization. The company intends to use its products and solutions to advance digitalization in the apparel industry.**

Gerhard Karl took over as Head of Direct Sales at Assyst on September 1, 2018, a position which will enable him to optimally meet the apparel industry's increased demand for digital solutions. Mr. Karl previously held various positions at Koppermann Computersysteme GmbH over the past 17 years, the most recent being Global Sales Director.

"Assyst's solutions are primarily tailored to product development. This ensures that fashion companies get to the right product much faster – and the fact that many weeks can be saved by smart technologies, especially at the beginning of the process chain, has been increasingly well received by fashion companies in the past year. I'm looking forward to working with Assyst and advancing digitalization in the industry," he says. The key technology for the digitalization of the apparel industry is 3D. "With photorealistic simulations of clothing, decisions about collections can be made much faster – and existing data can be optimally used for sales and marketing along the entire process chain. We are delighted to have gained an experienced sales colleague and industry expert for

Assyst in Gerhard Karl,” says Dr. Andreas Seidl, CEO of Assyst, which is a company of the Human Solutions Group.

## About Assyst

Digital is now! Based in Ascheim-Dornach near Munich, the Assyst company shapes digital work in the industry with its products and solutions and is regarded as a reliable and experienced partner for the digitalization of the industry. Assyst solutions make it possible to develop products in line with customer and market requirements, quickly and cost-effectively. The company covers the entire process chain, from design to the store. Assyst is globally active, with around 120 employees at its Munich & Milan sites and partners in many other countries.

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