



# CI HUB Appoints Ann Kathrin Bronner as Chief Marketing Officer

**Potsdam, August 22 2025** — CI HUB, the market-leading DAM connector, announces the appointment of Ann Kathrin Bronner as Chief Marketing Officer (CMO). This strategic leadership addition reinforces the firm's commitment to scaling its ambitions and delivering its vision of truly connected work industries worldwide.

Ann Kathrin brings more than 20 years of expertise in marketing, journalism, PR, and communications, combining deep experience in performance marketing, social media strategy, and growth-focused execution. Her career spans traditional and digital media, with a proven track record in leading teams, delivering impactful campaigns, and aligning operational marketing frameworks with business objectives.

As CMO, Ann Kathrin will lead the global marketing strategy from Berlin, focusing on performance-driven growth, operational excellence and cross-functional collaboration. Her appointment comes at a pivotal time for the company, as the role of marketing continues to evolve rapidly with the emergence of AI and data-driven tools. Ann Kathrin's leadership will ensure that CI HUB not only keeps pace with this transformation but stays ahead of it.

"We are thrilled to welcome Ann Kathrin to CI HUB," said **Andreas Michalski, CEO and Founder of CI HUB**. "Her strategic mindset, editorial instincts, operational expertise, and hands-on leadership make her the ideal person to expand our footprint and bring greater visibility to our vision of seamless, connected workflows."

In tandem with this appointment, Dr. Jens Niedzielski will transition to the role of Chief Creative Officer (CCO), fully leveraging his creative vision to define CI HUB's creative strategy, brand storytelling, and campaign development.

"I'm genuinely excited to have both Ann Kathrin and Jens leading our marketing efforts to meet the challenges ahead," **added Michalski**. "Their combined expertise and vision will undoubtedly propel us forward and increase our visibility."

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## About CI HUB

CI HUB is the industry standard in-app connectivity software. Manage and use content from source systems like DAM, PIM, cloud storage, stock provider, and work management systems within your favorite apps intuitively. Founded in Germany in 2018, CI HUB software is used by clients like Ford, Zurich, T-Mobile, FedEx and hundreds more as an integral part of their creative workflows

CI HUB software is available for apps from Adobe Creative Cloud, Adobe Express, Microsoft Office 365, Salesforce (marketing cloud) and Google Workspace, as well as for WordPress, SharePoint, Figma, or Sketch, and it allows multiple connections. Whether you work in the creative department, as a brand manager or owner, in planning, sales, legal, or digital rights management – you can access verified and compliant content in real-time from anywhere in the world.

Accessing source systems via a web browser was yesterday. Accessing content and tasks within applications is the new way to work. The CI HUB Connector family includes CI HUB Connector Professional, CI HUB Connector Corporate, and CI HUB Drive. Learn all about them [here](#).

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