



Gerd Glaser Transitioning from CSO to CXO Position at CI HUB

Potsdam, Jan. 31, 2025 – CI HUB is excited to announce that Gerd Glaser is transitioning from the role of Chief Sales Officer (CSO) to the newly established Chief Experience Officer (CXO) position, effective Jan. 1, 2025. This strategic move reflects the company’s evolving commitment to enhancing customer-centric initiatives and aligning organizational growth with exceptional customer experiences.

As CSO, Gerd Glaser played a pivotal role in driving long-term strategic initiatives, innovation, and market positioning. With a deep understanding of both the internal and external factors that shape business success, Gerd Glaser will now focus on integrating customer feedback, improving service touchpoints, and ensuring a seamless, world-class experience for every interaction with CI HUB.

“Gerd has been an integral part of our leadership team,” said Andreas Michalski CEO of CI HUB. “His ability to think strategically and act with empathy makes him the ideal leader to ensure we are not only meeting but exceeding the expectations of our customers in this rapidly changing business landscape.”

Gerd added, “This new role allows me to take our customer experience efforts to the next level, ensuring we provide meaningful interactions and solutions that truly resonate with our clients and partners. I’m excited to work closely with our teams to enhance every aspect of the customer journey.”

CI HUB looks forward to the positive impact of this leadership transition, with a continued focus on growth, innovation, and customer satisfaction.

For more information, please contact: gg@ci-hub.com

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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](#).