

## Biography

### **Eva Heil, Managing Director, GMX**



**December 2005 –  
present**

#### **Managing Director, GMX**

Brand Positioning GMX  
Development and realization of Lead-Campaigns (B2C)  
Customer Acquisition  
Coordination of the Sponsorship of United Internet Team  
Germany (America's Cup)  
Head of the Munich office

**June 1999 –  
November 2005**

#### **Head of Marketing & Communications, GMX GmbH**

Build-up of the Marketing & Communications Department  
Development of brand building  
Corporate Communications / Public Relations  
B2C-Communication (User Acquisition)  
B2B-Communication (Media Sales)

**March 1997 -  
July 1998**

#### **Head of Advertising Department, 1&1 Internet AG**

Responsible for all communication measures within  
1&1 - B2C as well as B2B and Corporate Communications

**November 1991 –  
February 1997**

#### **Marketing Manager, 1&1 Internet AG**

Commercial campaigns for small and mid-sized IT  
enterprises  
Direct marketing activities for strategic partners

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