

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 midsized IT
enterprises
Direct marketing activities for strategic partners

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