

Résumé:

Martin Vesper, CEO digitalSTROM AG



After graduating in Business Mathematics from Ulm University and gaining an MBA at the University of Illinois in Chicago, Martin Vesper started his career at the US telecommunications company Ameritech Services. Since his return to Germany, he has held various executive positions both in technical and sales areas, including one at Vorwerk where he was responsible for sales, controlling and customer service. In 2001, he joined the top management of the German Yello Strom GmbH energy company as Managing Director, with the objective to expand and consolidate the Yello brand as a customer-oriented company in the liberalized energy market. Martin Vesper was also group executive manager B2C-Operations at EnBW Energie Baden-Württemberg AG and headed the business network “Private and Trade Customers” at EdF (Electricité de France, Paris). He has been Chief Executive Officer at digitalSTROM AG since September 2011, and is responsible for the digitalSTROM business.

Martin Vesper is regarded as an expert in smart products, processes, energy, optimum customer orientation and strong brands. He will make the innovative smart home system digitalSTROM accessible to a wider public in the DACH region and other European countries. Further information can be found at www.digitalstrom.com.

About digitalSTROM:

digitalSTROM AG offers with digitalSTROM a smart home technology for every household. Intuitive in its use and easy to install, the system communicates via the existing power lines thus, connecting all electrical appliances as well as broadband devices at home. In 2004, digitalSTROM was created from the idea to connect electrical devices in an inexpensive and ergonomic way as well as giving them an intelligence of their own. Following a seven year development phase and a conceptual collaboration with ETH Zurich, digitalSTROM was launched in 2011. Today, the German-Swiss company with headquarters in Zurich-Schlieren (CH) sells the innovative product in Germany, Austria and Switzerland as well as other European countries. Majority shareholder and Supervisory Board Chairman is Balz Halter, the Swiss construction entrepreneur. digitalSTROM is managed by CEO Martin Vesper. The smart home system stands for digital lifestyle and a holistic connectivity concept.