

Dirk Hoerig, CEO and Co-Founder

Dirk Hoerig is responsible for the overall company vision and strategy pursuing the vision to replace traditional on-premise enterprise software with flexible, cloud-native solutions. He aims to help large retailers and brands to seamlessly connect with the "content world" with global eCommerce services and to develop global digital strategies beyond the traditional webshop.

Dirk Hoerig has already led several internet companies from the seed phase into profitability. In 2001, even as a student of computer science, Dirk founded his first company for online shop development. Five years later, in 2006 he started commercetools. Ever since, commercetools has successfully implemented hundreds of projects both for SMBs and global players such as Cimpress (Tradeprint and Vistaprint), Carhartt Work in Progress, Hasbro, or Rewe.

Profile

- Name:** Dirk Hoerig
- Position:** CEO and Co-Founder commercetools
- Location:** Munich
- Mission:** Providing the leading commerce platform for the needs of the modern enterprise
- Must be:** On the job: learning something new every day while working with very smart people
In the bag: MacBook and iPhone as I am (almost) always online
In private life: family, sports and traveling
- Not really:** Lying on the beach doing nothing