Company Name: commercetools GmbH

Industry: commerce, platform software, cloud services

Founded: 2006

Management:
- Dirk Hoerig, CEO and Co-Founder
- Denis Werner, Co-Founder and General Manager
- Arthur Lawida, President, commercetools Inc.
- Kelly Goetsch, Chief Product Officer
- Hajo Eichler, Chief Technology Officer

Employees: > 200 worldwide

Locations:
- Europe: Munich (Headquarters), Berlin, Jena (Germany), Amsterdam (Netherlands), London (United Kingdom)
- USA: Durham (North Carolina)
- Asia Pacific: Singapore
- Australia: Melbourne

Activities:
commercetools is the world’s leading platform provider for next-generation B2B and B2C commerce. Using the development building blocks and a true cloud platform for commerce in the digital age provided, brands, retailers and business sellers are able to immerse themselves into the “commerce everywhere” era. commercetools' headless, API-first approach is meant to help businesses improve brand value, meet new customer demands and stay ahead of the fast-moving market. The commercetools platform enables businesses and their teams to design unique and engaging customer experiences everywhere, across all touchpoints – with reduced development resources, faster time-to-market and increased flexibility. commercetools enables B2B and B2C commerce for over 250 multinational brands who are leaders of their industries and part of the Fortune 500.
Solution
commercetools invented the headless, cloud-native approach to digital commerce, separating backend functionality from the front-end consumer interface. Furthermore, commercetools provides more than 300 APIs that can be configured into completely customized, scalable and consistent digital commerce experiences for web, mobile, social and IoT interfaces, and even interfaces that are yet to be developed.

Ref. Customers
Apollo-Optik (a GrandVision company), Audi, Bang & Olufsen, Eurail, Igus, Nuts.com, Tory Burch, Vistaprint (a Cimpress company), Yamaha, Mission Linen, WaWa

Partners (Select.)
adesso, Accenture, Acquia, ARITHNEA, Authentic, Bloomreach, Columbus, Contentful, Contentstack, Deloitte Digital, Dept, diconium, dotSource, EPAM Systems, foryouandyourcustomers, HCL Technologies Limited, Infosys, Incentro, KPMG, Magnolia, Mastek, Myplanet, Photon, SQLI, Tieto, Valtech, Wipro Limited, Wunderman Thompson Commerce

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