



## **Usercentrics accelerates industry innovation with key executive leadership changes**

**Munich, 06.10.2022:** Usercentrics, leading provider of consent management solutions, today announced leadership changes to accelerate the company's innovation in consent management and data privacy.

Since the implementation of the European Union's General Data Protection Regulation (GDPR) in 2018, the data privacy industry has evolved rapidly — with new international privacy laws regularly coming into force. This has made innovation vital in terms of developing technologies that meet the growing needs of companies and consumers, and in keeping pace with constant change in the regulatory landscape.

### **Mischa Rürup and Daniel Johannsen to lead new innovation business units**

To accelerate this innovation, Co-Founder and Chief Executive Officer, Mischa Rürup, and Co-Founder and Chief Technology Officer, Daniel Johannsen, are leading new initiatives within Usercentrics. To enable this new focus, Chief Revenue Officer Donna Dror is taking over as CEO, and Chief Product Officer Ibrahim Hussein expands his role to Chief Product & Technology Officer.

It was the merger of Usercentrics and Cybot last year that first brought together the two successful tech founders and industry disruptors. Now, in their new roles, Mischa and Daniel will be leading innovation business units which will further draw top talent to Usercentrics, helping develop the company's already dynamic and creative engineering culture.

With these new innovation tracks, the company is excited to tackle the complex coming challenges presented by fast-changing technology, multi-platform ecosystems and data privacy regulation. The company also benefits highly from Mischa and Daniel's vast expertise and domain knowledge about the business and technology from its beginnings.



**Daniel Johanssen** commented, *“Our industry continues to evolve quickly, and our new initiatives will enable us to lead innovation to shape the next phase of its maturity. Being backed by a stellar leadership team, we as founders can now focus on and accelerate these impactful changes for the benefit of customers and consumers.”*

### **Donna Dror to assume CEO role**

Since joining Usercentrics as CRO at the start of 2022, Donna has proven herself to be a decisive and agile leader. She brings with her extensive industry experience, including being part of the leadership team that took her previous company, Similarweb, to its IPO (Initial Public Offering). With the CEO role, the team is looking forward to further growing the business with her blend of ideas and vast expertise in areas like operational scaling and diversity, equity and inclusion. The leadership changes came into effect October 1st.

**Donna Dror** noted, *“Usercentrics' mission has always been clear — to enable companies around the world to build trust via transparency, while achieving compliance with privacy regulations and keeping consent rates high. My connection to that mission brought me to the company, and it's one I am excited to drive forward as CEO. I think we have the best technology and the best people to lead and shape our industry.”*

**Mischa Rürup** commented, *“Usercentrics can be seen as a category-defining company, shaping the future of data privacy. With over 100 million users consenting into our solutions every day, we are helping define and find the best solutions to enable users to exercise their right of choice. We focus on solving this problem with the leanest possible solution so as not to interrupt the customer journey, thus preparing the internet to be a thriving digital ecosystem. Donna Dror is a very experienced manager who will lead our company to further international success. As founder I am excited to helm the new innovation tracks to further expand our company's category-leading position.”*

[Learn more about the Usercentrics leadership team.](#)



## About Usercentrics

Usercentrics is a global market leader in the field of Consent Management Platforms (CMP). We enable businesses to collect, manage and document user consents on websites and apps in order to achieve full compliance with global privacy regulations while facilitating high consent rates and building trust with their customers.

Usercentrics believes in creating a healthy balance between data privacy and data-driven business, delivering solutions for every size of enterprise. Cookiebot CMP is our plug-and-play SaaS, our App CMP handles user consent on mobile apps, and Usercentrics CMP serves companies with enterprise-grade custom requirements for unifying consent and data from capture to processing.

Helping clients like Daimler, ING Diba and Konica Minolta achieve privacy compliance, Usercentrics is active in more than 180 countries, with 2000+ resellers and handles more than 100 million daily user consents.

Learn more on <https://usercentrics.com/>

---

### Press contact:

Camilla Beaven / Hannah Sinz

[pr@usercentrics.com](mailto:pr@usercentrics.com)