

Contentful appoints Peter Sunna as Head of Product

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SUMMARY

Contentful, the API-centric content management system (CMS) appoints Peter Sunna as Head of Product. Having more than 10 years of experience in the industry, Sunna will set and refine the direction of the product as part of the product roadmap, with the immediate aim of developing new enterprise features and having a leaner onboarding experience.

Contentful, the API-centric content management system (CMS) appoints Peter Sunna as Head of Product. As an experienced technologist and team leader, Sunna brings 10 years of software development, management, and industry knowledge to Contentful. For the past five years he has worked as Product Manager for EPiServer, where he drove the redesigning of the platform to meet the needs of a connected world.

“I’m enthusiastic about joining Contentful and taking ownership of the product. When I discovered Contentful, the principles and vision behind it felt like the most natural evolution of the CMS market of the modern times, so I’m indeed glad to be dedicated full-time to something I can fully relate to. As an API-first CMS, Contentful primarily focuses on making content available to developers, and that’s what I like so much about it: when developers have the kind of freedom that Contentful offers, they enjoy building apps and websites, as they can choose tools and technologies they love. We put a lot of effort into building a content platform that developers appreciate.”, explained Sunna.

As Head of Product, Sunna will set and refine the direction of the product as part of the product roadmap, with the immediate aim of developing new enterprise features and having a leaner onboarding experience. “Knowing the challenges our current and potential customers face is vital to designing a great product. We have received valuable suggestions which we are currently trying to accommodate. The feedback is encouraging.” added Sunna.

“Our success, and that of our product, relies on envisioning the future and blanking out yesterday’s limitations and requirements. Having Peter, with 10 years of experience, sharing our vision and believing in our product validates our approach rethinking the CMS.”, said Sascha Konietzke, CEO and co-founder of Contentful. He adds that “appointing Peter is part of an ongoing initiative to ramp up our hiring efforts with veteran talent”.

About Contentful

Contentful is a content management system that allows for platform-agnostic publishing on any kind of device. Unlike traditional web CMS vendors, Contentful separates content from presentation layer, structures content in a modular way, and delivers content via an application programming interface (API) in a developer-friendly format. This makes it really simple for companies to publish editorial content on smartphones, tablets, and any other new smart device.

Companies using Contentful includes Nike, Playboy, Asics, Teehan+Lax, Nasty Gal, and Jack In The Box. Contentful is headquartered in Berlin and is working with leading agencies around the world to bring the future of publishing to brands, publishers, ecommerce shops and any company that needs to reach their audience across platforms and devices. To read more, visit www.contentful.com.



QUOTES

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— Peter Sunna, Head of Product at Contentful

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ABOUT CONTENTFUL

Contentful is an API-first content management platform in the cloud that lets users distribute content once to multiple outputs simultaneously -- from very small mobile screens to large format, 70 inch multi-touch displays.

Berlin-based Contentful was founded in 2011 by Sascha Konietzke and Paolo Negri. Developers, digital agencies and global enterprises use Contentful for its flexibility, scalability and modern content collaboration. Contentful's customers include innovative brands like Nike, global media companies like Viacom and Playboy, and creative agencies like Teehan+Lax and AQ.



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