

Daniel Schafrat joins Instant Magazine as VP, Product and Solutions

New York, NY (December 12, 2018) - [Instant Magazine](#), leading providers of interactive content creation software, announced the hiring of Daniel Schafrat as Vice President of Product and Solutions. In this position, Schafrat will be responsible for scaling the platform to meet growing market demand.

International standard for interactive content

With Schafrat on board, Instant Magazine moves further toward their goal of establishing themselves as the international standard for interactive content creation. In recent years, Schafrat has acted as Global Head of Solutions and Partnerships Manager for Bynder, a digital asset management software platform.

Putting the users first

In his role as Vice President of Product and Solutions, Schafrat is responsible for moving Instant Magazine further in line with the needs of its global users.

“I’m excited to get started,” Schafrat said. “After years of working in SaaS, specifically helping users streamline their content creation and management, I’ve been looking for a company like Instant Magazine. We already have over 1,200 global brands using us — from PwC and Deloitte to Nestle. I’m happy I get to help carry this platform to its next stage of maturity.”

Eyes on global growth

Daan Reijnders, founder and CEO of Instant Magazine: "We are delighted that Daniel will join our management team. With his international experience and strategic product management skills, Daniel plays a key role in achieving our mission of becoming the international standard for interactive content."

Modern consumers *crave* content that's snackable, highly visual and accessible anywhere. Legacy formats like email, blogs, and PDFs no longer cut it — but few brands are aware of the alternatives.

Instant Magazine frees brands and businesses from the constraints of traditional formats by empowering them to produce visually immersive content experiences designed for *today's* audiences.

Our powerful platform simplifies the production of next-level interactive web content, allowing *anyone* to create media-rich sales and marketing collateral that's perfectly responsive, perfectly measurable, and perfectly awesome.

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Instant Magazine newsroom