



© 25 October 2022, 13:00 (CEST)

## ELEMENT expands its sales department in Germany

# Fabian Fischer to head ELEMENT's national sales department in future

**Berlin, 25 October 2022 - Fabian Fischer, well-known founder of the German InsurTech scene, will become Head of Sales Germany at ELEMENT. Philipp Hartz will be responsible for sales at the executive level of the InsurTech company. In addition to his position as Chief Operating Officer, he will also assume the role of Chief Sales Officer, while Fischer will head the national sales department.**

Over the past seven years, Fabian Fischer has built up InsurTech massUp, an end-to-end platform for the distribution of property insurance, as its founder and CEO. Fischer is both an experienced CEO and an expert in the development of white-label products in the embedded insurance sector and the distribution of B2B2X insurance solutions. In recent years, Fabian Fischer has thus addressed the entire value chain - from technology to the insurance product. He combines technical agility and a great understanding of products with years of experience around digital transformation processes. Before massUp, Fischer worked for ten years as managing director at mediaman, an agency for user experience, digital processes and development. There, he was responsible for the development of systems and websites for Zurich Group Germany, DA Direkt, Basler, Deutscher Ring (Signal Iduna) and AllianzDirect, among others.

Fabian Fischer will in future work alongside Tim Kaltofen, Vice President Clients, in the Sales and Partnerships team and will in particular drive forward the markets of warranty insurance, bicycle insurance and pet insurance.

Philipp Hartz, COO and CSO of ELEMENT, is pleased about the valuable addition to the team:

*"Fabian Fischer is the perfect addition to our sales department. His expertise is a perfect fit for ELEMENT's future market approach and the goal to distribute our structured products in clearly defined target markets."*

— Philipp Hartz, COO and CSO of ELEMENT

 pr.co



ELEMENT Insurance AG