

MOTORK APPOINTS STEFAN TOMICIC AS REGIONAL DIRECTOR TO LEAD EXPANSION IN DACH REGION

MOTORK ACCELERATES GROWTH AND MARKET EXPANSION WITH THE APPOINTMENT OF AN EXPERIENCED INDUSTRY LEADER FOR GERMANY, AUSTRIA AND SWITZERLAND

LONDON – 2 September 2024 – [MotorK](#), a leading provider of digital solutions for the automotive retail industry, is pleased to announce the appointment of Stefan Tomicic as the new Regional Director DACH (Germany, Austria, Switzerland). With this strategic decision, the company strengthens its presence in the DACH region and sets another milestone in its expansion in the European market.

Stefan Tomicic brings over 15 years of experience in the automotive industry and has extensive expertise in sales, marketing and digital transformation. In his new role, he will be responsible for the development and implementation of MotorK's regional strategy with the aim of further driving business growth in the DACH region.

“We are delighted to welcome Stefan Tomicic to our team. His extensive experience and deep understanding of the automotive industry make him the ideal candidate for this key position. We are convinced that he will be instrumental in strengthening our market position in the DACH region”, says **Marco Marlia, CEO and Co-Founder of MotorK.**

Before joining MotorK, Stefan Tomicic held key management roles at Carwow and 2trd, enabling their rapid transition from early-stage startups to scale-ups, increasing both their brand awareness and commercial growth. In particular, Tomicic was the architect behind the commercial expansion of both companies' top clients, including their 100 best-performing dealer groups and several OEMs. His proven track record of driving growth and innovation in these roles made him a recognised leader in the industry, an expertise that he is now ready to leverage to further enhance MotorK's success.

“I am very much looking forward to the new challenge at MotorK and to further driving the digital transformation in the DACH region. These are exciting times for the automotive industry and I am convinced that MotorK, with its innovative solutions, is ideally positioned to lead the industry into the future”, says **Stefan Tomicic.**

With the addition of Stefan Tomicic, MotorK is consistently pursuing its growth strategy and underlining its ambitions to expand its leading role as a provider of digital solutions in the automotive industry in the DACH region.

ABOUT MOTORK

MotorK (AMS: MTRK) is a leading software as a service (“SaaS”) provider for the automotive retail industry in the EMEA region, with almost 500 employees and eleven offices in eight countries (Italy, Spain, France, Germany, Portugal, Belgium, the UK and Israel). MotorK empowers car manufacturers and dealers to improve their customer experience through a broad suite of fully integrated digital products and services. MotorK provides its customers with an innovative combination of digital solutions, SaaS cloud products and the largest R&D department in the automotive digital sales and marketing industry in Europe.

For more information: [MotorK, SaaS Solution and Software for automotive management: Car dealers, distributors and manufacturers](#)

FOR FURTHER INFORMATION

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