

## Konstantin Waldau

### **Manager and CEO of atrada Trading Network AG, Nuremberg**



Nuremberg, May 2007 – Since the beginning of 2002 Konstantin Waldau has been the exclusive manager and CEO of atrada Trading Network AG, the experienced partner for e-commerce solutions und managed services. The 46 year old manager is responsible for the strategy and business development, marketing/PR as well as key account management and distribution departments.

Konstantin Waldau has headed the Nuremberg company since the end of 1999, initially as a commissioner and managing director for the commercial department. At that time Waldau directed and evolved atrada AG into a profitable company. Most recently, the biggest challenges included among other things a reconstruction and the successful strategic reorientation of atrada AG from a marketplace operator to becoming a provider for e-commerce solutions and services.

Mr Waldau is positive about the enormous potential of new online marketplaces, especially regarding the opening of additional marketing and trade channels for manufacturers of proprietary products via trader malls or e-commerce platforms for attractive secondary markets, such as collectors' marketplaces. Mr Waldau, a native of Bavaria, and his team have succeeded in acquiring numerous renowned customers in recent years, for instance T-Online's musicload, DeTeFleet or the CinemaxX AG. atrada is unique : atrada accompanies the customers on an intersectoral basis smoothly through all the e-commercial chain of processes – from analysis, planning, development, implementation through to accompanying consulting and managed services.

Konstantin Waldau has years of management experience in industry. Before moving to atrada AG, Mr Waldau filled a leading position in the building industry for five years. Mr Waldau also worked in the fields of finance and controlling. He started his career in 1991 in Munich as an inspector for BDO Deutsche Warentreuhand AG. In 1993 he became a consultant for the Lange association for business consulting and trust in Berlin.

Konstantin Waldau, certified MBA, completed his degree in ethnology and business economics at the LMU in Munich.

You will find this report as well as further information and footage by going to **[www.atrada.net/press](http://www.atrada.net/press)**.

### **Atrada in brief**

Atrada AG offers highly scalable cross-sector e-commerce solutions, on the basis of tried and tested, standardised software modules. Companies benefit from the technological competence and experience of operating own e-commerce platforms in terms of five solutions: Atrada Media Shop, Atrada Mall, Atrada Marketplace, Atrada Ticketing as well as Atrada AM & DRM. In addition Atrada's customers profit from a broad range of services for the strategic and operative development of their online business processes. Atrada accompanies their customers of the B2B and B2C area through all of the e-commercial chain of processes – from analysis, planning, development, implementation through to accompanying consulting and managed services.

Atrada AG, based in Nuremberg, employs around 60 staff members at present (as of May 2007). Konstantin Waldau fills the position of the manager and CEO. In 1999 the company emerged from the 1995 established Axis information systems GmbH. Since 2001 Atrada has been a part of the Deutsche Telekom Gruppe as a wholly owned subsidiary. You will find further information by going to [www.atrada.net](http://www.atrada.net).

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