Ryte announces Markus Ostertag as new Chief Technical Officer

In his role leading the tech and product teams, Ostertag will be responsible for accelerating further product innovations.

MUNICH / LONDON, June 1, 2021 – Ryte, the award-winning Website Quality Management Platform, today announced the appointment of Markus Ostertag as the company's Chief Technical Officer (CTO). Ostertag will join Ryte's executive leadership team and look to contribute to the development of Ryte's position as a leading international platform for Website Quality Management.

Ostertag is no stranger to Ryte: the self-professed "IT nerd" has a history that goes back to the early days of the company, when he contributed to the development of the scaling architecture of the product's crawler as an external consultant in 2012.

Ostertag kicked off his career during his studies at the Technical University of Munich, founding MovieMaze.de - a leading information portal for film and cinema - which he ran for 12 years. He then joined Team Internet AG, where he began as a department head of the development team, before switching roles to lead the AdTech company as CEO for three years. Ostertag is also an active figure in the IT and developer community: In 2016 he was appointed to the position of AWS Hero to establish and run the AWS Usergroup Munich. He also regularly shares his expertise and experience through lectures at the Salzburg University of Applied Sciences and speaking engagements at conferences such as SEO Campixx and AWS re: Invent in Las Vegas.

Ostertag joins the company at a time when it is accelerating its product innovation. "Markus will bring many new insights and open up possibilities for the development of our product, the Ryte Suite," said Ryte CEO Andreas Bruckschlögl. "His experience in the areas of tech strategy, scaling, and user numbers means we have a strong foundation for more innovation in the future," Bruckschlögl added.

"In the nearly 10 years that I have known Ryte, I have been able to follow the impressive stages of development, including growth and product innovations. I am delighted to now be able to play an integral role in product development and to support the company in its international expansion," said Markus Ostertag about his new role as Ryte's CTO.

The fact that Ostertag can be described as the "perfect fit" for Ryte is also underlined by his interest in the agility of companies. "Since it is a matter close to my heart, I have worked intensively with the topic of agility in recent years," said Ryte's new CTO.

"Our agile structure makes it easy for us to make adjustments taking into account the feedback from our users and to develop unique products. With Markus, I am not only welcoming a

well-known face, but also a supporter of our agile work mentality to our management team. I'm looking forward to working with him," Bruckschlögl said.

About Ryte

Ryte, an award-winning SaaS company with headquarters in Munich, Germany, is one of the fastest-growing technology companies in Europe. Ryte supports companies and agencies in sustainably optimizing their website quality and success in search engines with state-of-the-art software. More than 1 million users worldwide trust in the Ryte Suite. The Ryte Suite is made up of three tools to help users increase traffic and conversion rates of their websites: Website Success, Content Success and Search Success. The product portfolio also includes BotLogs, an innovative alternative to log file analysis, which enables SEOs to easily analyze bot traffic on their website in real-time.

Ryte currently has offices in Munich and Ho Chi Minh City with +100 employees. Globally active companies such as Allianz, Boehringer Ingelheim, Daimler, and Sixt rely on Ryte's technology and innovation to reach their website's full potential.

Further information is available here: ryte.com.