

Press Release

Alexander Rohwer Appointed Managing Director at Plan.Net Group

Alexander Rohwer has been Managing Director at Plan.Net Group since April 2026. In his new role, he is responsible for advancing the Group's end-to-end offering, with a focus on integrated content supply. He reports to Christian Schmitz, CEO of Plan.Net Group.

Munich/Hamburg, July 14, 2026 — Plan.Net Group is strengthening its management team with the appointment of Alexander Rohwer as Managing Director. In this role, he will lead the further development of the Group's end-to-end offering, making its integrated capabilities even more connected, efficient, and scalable. The goal is to further expand content supply as a strategic core capability and make the end-to-end offering available to additional clients across the Group. A key element of this approach is the consistent use of AI and agentic workflows throughout the entire customer journey – from content creation and adaptation to orchestration and delivery.

With Alexander Rohwer, Plan.Net Group gains an experienced brand and marketing leader with extensive expertise in brand management, content creation, marketing communications, and business transformation. In addition, his many years of experience on the client side bring valuable client management perspectives to the organization.

“Content supply is a critical component of an integrated marketing operating model. It is about bringing together content, processes, and platforms in a way that enables brands to communicate faster, more consistently, and more effectively across all touchpoints. I see a tremendous opportunity for Plan.Net Group in this space and look forward to advancing these capabilities together with the teams,” says Alexander Rohwer, who will be based in Hamburg.

Prior to joining Plan.Net Group, Alexander Rohwer served as Vice President Brand & Advertising at OTTO, where he was responsible for the brand, content supply, and marketing communications. Before that, he led corporate strategy at Germany's largest online retailer and played a key role in driving its transformation from a retail business into a platform company.

“With Alexander Rohwer, we are bringing on board a leader who combines brand strategy, content excellence, and transformation expertise from a client perspective. He will strengthen a capability that plays a central role in both our end-to-end offering and the continued evolution of Plan.Net Group,” comments Christian Schmitz, CEO of Plan.Net Group.