

myneva: Alisha Attarwala becomes Chief Marketing Officer

- **Leading software manufacturer in the social services sector strengthens its team**
- **Experienced digital marketing specialist with an entrepreneurial background**

Hamburg, 29 February 2024 - Alisha Attarwala (33) took over the position of Chief Marketing Officer (CMO) at the leading provider of social care software – myneva Group in February. She takes over the position from Johanna Tanninen. Alisha Attarwala comes from valantic GmbH in Munich, where she worked as a Senior Marketing Data Analyst. In addition to responsible roles in other tech and software companies in Germany, the Indian-born marketing expert can look back on five years of a successful entrepreneurial journey in the digital media sector before continuing her professional career in Germany in 2018.

"Alisha brings incredible expertise in data-driven digital marketing models to our team and will shape our strategic direction," myneva CEO Dieter Weißhaar is convinced. "We are delighted to have her join the myneva management team," Weißhaar continues.

"In a world where effective and empathetic care is becoming a bottleneck, myneva solutions can play a vital role in easing the burden on carers," says Alisha Attarwala. "Through considerate and effective marketing, we are able to share information, offer valuable resources and ultimately ease the burden on carers by using myneva services. I would like to contribute to this," Attarwala continues.

About myneva Group

The myneva Group is one of the leading European software providers for all areas of social services. With over 300 employees, over 3,900 customers and around 1.5 million clients in the social sector, myneva covers the entire social sector from care for the elderly, integration assistance, child and youth welfare to social assistance. As a leading European software provider in this industry, myneva is currently active in eight European countries.

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