



TX Group Ltd
Corporate Communications

Media release

Yannick Suter becomes new Chief Data Officer at TX Group

Zurich, 24 September 2020 – Yannick Suter has been appointed to the newly created position of Chief Data Officer at the TX Group, effective immediately. In this role, he will set up holistic data management, continue to develop the handling of collected information via the TX Data Platform, and consistently drive the Group's data strategy ahead.

After announcing the appointment of Jeremy Seitz as CTO of TX Markets, the TX Group is now designating Yannick Suter as its new Chief Data Officer. He will head Group-wide data management in his role, and will also be responsible for data quality, data governance and the ongoing development of the data culture. Suter is taking on responsibility for the entire data-related value chain and will provide support for business intelligence through data mining, data analytics and data science.

Samuel Hügli, Head of Technology Services & Ventures at the TX Group and Member of the Group Management: "I am very pleased to be able to recruit Yannick Suter for the position of Chief Data Officer. He is a data expert with a proven track record, and he is thoroughly familiar with the company. As a mainstay of the ongoing development of our data culture, Yannick will act as an enabler of the digital transformation," Hügli notes. He continues: "New ideas and impetus for the development of new business models will also be supplied by a prospective Chief Digital Officer, whom we are seeking at present. Together, we shall continue to develop the digital strategy of the TX Group and its companies and, at the same time, we will speed up the Group's transformation."

The TX Group reaches almost 80% of the Swiss population with its products every month, and it offers outstanding services for a wide range of situations: "Millions of reading hours on our news portals, classified searches on jobs.ch or Homegate, or joining in the excitement at auctions on Ricardo.ch: these are sources of valuable information that can help us to improve our products

and enhance the user experience. By releasing data from the straitjacket of individual products and merging it at an overarching level, we can gain joint access to gigantic potential – as well as being a "home-made" competitive edge, which will also be critical to success in the future. Data protection and privacy are also very high priorities for us in this context, and we will continue to invest appropriately in tools and processes here," Yannick Suter explains.

Since 2017, Suter has been Head of Data Analytics at the TX Group – a ten-strong team that focuses on data engineering and data science. This team collaborates across the board with all units in the TX Group to assist with the conceptual design and development of data-driven services. Areas of special interest for Data Analytics include the deployment of machine learning for product personalisation, automated classification and recommendation systems, as well as extensive collection and efficient processing of data in real time. Prior to joining the TX Group, Yannick Suter was Team Lead for Backend and Search Engine Development at Local.ch.

Contact

Roman Hess, Senior Communications Manager
+41 44 248 42 45, roman.hess@tx.group

About TX Group

The TX Group is a network of digital platforms in Switzerland offering information, orientation, entertainment and services to its users every day. The TX Group consists of four independent companies: TX Markets comprises the classifieds and marketplaces; Goldbach stands for advertising marketing in Switzerland, Germany and Austria; 20 Minuten combines the commuter media in Switzerland and abroad; Tamedia leads the paid daily and weekly newspapers and magazines into the future.

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