

## CURE Intelligence expands to Germany and hires experienced top manager

Grevenmacher, May 18th, 2021

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### **The newly founded CURE Intelligence GmbH, based in Cologne, becomes hub for the DACH region under the leadership of Roberto Minasso.**



*Roberto Minasso, who will develop the German location as Managing Director.*

Luxembourg-based CURE S.A. expanded geographically with the foundation of CURE Intelligence GmbH, a subsidiary based in Cologne. The German location will be managed and developed by Roberto Minasso, who will take on his new role as Managing Director on June 1<sup>st</sup>, 2021.

Minasso has previously worked for the media analysis provider UNICEPTA. Most recently, he acted as Managing Director and was responsible for the Global Account Management unit among other things. Among his consulting clients were numerous well-known DAX and MDAX companies.

Marco Feiten, Managing Director CURE S.A.: "I am extremely pleased to have a top-class executive like Roberto Minasso join CURE. He brings great experience in advising well-known clients, has extraordinary management qualities on different levels and an excellent network. Personal chemistry is of central importance to me, and I am convinced that Roberto will contribute excellently to the team as well as significantly to the growth of CURE Intelligence. We are looking forward to 'stepping on the gas' together and seize new opportunities!"

Co-Managing Director Levi Távora Veiga adds, "Roberto not only brings many years of industry experience, but also has the drive to further establish CURE with its unique positioning in the DACH region."

Roberto Minasso: "I am very excited to be part of CURE! The passion for meeting customer needs, the team spirit and the vision convinced me very quickly. CURE has an extremely smart business model: its broad portfolio of data-driven marketing and data intelligence leverages the best Big Data tools in a targeted way to create customized, customer-focused monitoring, analytics and data science solutions – in a unique and innovative way. The establishment of a location in Germany is the next logical step to make CURE even more visible to potential customers from Germany, Austria and Switzerland."

**About CURE S.A.**

Founded in 2009, CURE S.A. specializes in the field of media monitoring and media analysis, data intelligence and social media marketing. CURE helps its clients make better decisions and improve internal and external communication processes by effectively combining analytics and marketing. CURE is based in Grevenmacher, Luxembourg and works with renowned clients from Germany, Luxembourg, Brazil, the U.S. and Canada.

For further information, please visit:

[www.cure-intelligence.com](http://www.cure-intelligence.com)

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