



Press release

## Urban Sports Club strengthens C-level management

**Berlin, 02.03.2020** – **Urban Sports Club** recorded enormous growth in 2019. The sports and fitness platform expanded in Europe and is now active in ten countries. The number of employees has also grown rapidly—from 136 to almost 500 in just one year. The company is now strengthening its C-level management.



**Emmanuel Orssaud** assumed the role of **Chief Marketing Officer** at Urban Sports Club on March 1st. Previously, he held various director-level positions in global marketing at Spotify, where he was responsible for global marketing communications, including Spotify's famous out-of-home campaign "Spotify Wrapped". At Urban Sports Club he will expand the global marketing strategy.



Since February 1st, **Michaela Kammerbauer** has been supporting Urban Sports Club in its strategic expansion as **Chief Growth Officer**. Michaela has 15 years of growth and management experience in the digital industry in both sales and operations at companies including Zalando, Tanox and Clipkit, among others. Most recently, she was Head of Growth at WeWork, where she led the expansion for Germany and Northern Europe. At Urban Sports Club she will be responsible for the global growth strategy.



The founders of the Dutch counterpart OneFit, **Camille Richardson** and **Serge Brabander**, which merged with Urban Sports Club in August last year, took up positions in C-level management on 1 January 2020. As **Chief Product Officer**, Camille Richardson is now responsible for the design of the sports and fitness platform and all business transactions relating to the product. A former professional basketball player, he studied marketing and communication at Radboud University in the Netherlands and worked in account management and business development at Boomerang and WebAds. As **Chief Commercial Officer**, Serge Brabander is responsible for the B2B sales and related commercial development at Urban Sports Club. Previously, he was a member of the management board at Boomerang Media in Amsterdam. In Germany, OneFit's team and product have already been successfully merged with Urban Sports Club, and the migration is currently underway in Spain. The OneFit brand will remain on the Dutch market for the time being.



**Edouard Leeuwenburg**, who previously served as the interim CMO of the Urban Sports Group, will be responsible for business in the Netherlands in his new role as **Managing Director of the Netherlands** as of March 1st. He thus will be in charge of all business in the Netherlands and will drive the post-merger integration process forward. Before joining Urban Sports Club, he was Vice President responsible for Europe-wide digitization at Deutsche Telekom.



## **About Urban Sports Club**

Urban Sports Club offers a flexible flat-rate sports membership. Our goal is to encourage people to try a diverse range of activities and to inspire them to live an active, healthy lifestyle. Club members can choose from more than 50 types of sports at over 8,000 partner venues across Europe, ranging from classic gym workouts to swimming, yoga, bouldering and lots more. Our corporate group, which includes the Dutch company OneFit, has over 10,000 partner venues. We offer variety, flexible conditions, as well as team sports and wellness to both private customers and companies.

Please do not hesitate to contact us if you have any questions.

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