

## **Tamara Hernández and Christian Leipholz augment Media Carrier's team of digital experts in the IT and Sales division**

**The company's growing internationalization requires a corresponding increase in qualified staff**

**(Munich, 19 April 2017) – Media Carrier, a subsidiary of MELO Group, proceeds with its expansion: To meet the large and especially international demand from airlines and hotels for its digital media library, the Media Box, the Munich-based digital company has continued to increase its number of employees since its founding in 2011. Today, six years later, the workforce is already six times larger than it was at the beginning. The most recent 'newcomers' are Tamara Hernández and Christian Leipholz, who will support Media Carrier with their expertise in Sales and IT.**

Over the past five years, Media Carrier has established more than 1,000 media boxes in over 40 countries around the world; and demand for the digital media library continues to grow rapidly. Airlines and hotels in particular are banking on the innovative service, which they can use to offer guests additional service values and meet growing demand for digital offers.

**As Key Account Manager, Tamara Hernández takes up** the tasks of looking after existing customers as well as helping aviation and transport companies from the tourism industry to understand the benefits and possible applications of the Media Box. The 31-year-old is additionally taking care of the development of new business models with potential partners and alternative sales channels. In the light of an even more international target group approach and Media Carrier's recently opened subsidiary in the US, Tamara Hernández's outstanding industry expertise and her excellent foreign language skills are a real asset here.

In **Christian Leipholz**, Media Carrier has found a top-class manager for the **Head of IT** position. He is responsible for the entire operation and further development of the digital library. He is also establishing the company's interface to external IT service providers and heading up the coordination of technical fine-tuning.

With an increasing number of customers in recent years, the range of Media Box product variations has also grown rapidly. This made an expansion of Media Carrier's IT division necessary in order to proactively meet customer needs.

In future, Media Carrier wants to extend its sound IT know-how and technical competence, and is also happy to be able to draw on Christian Leipholz's outstanding expertise in this regard.

### **About the Media Box**

The Media Box from Media Carrier is a digital media library. Whether on smartphone, tablet or other web-enabled devices, the Media Box is a web-based service, making it your perfect smart media companion for travelling. The user has a first-class comprehensive range of over 700 titles from national and international newspapers and magazines for download. All publications are made available unabridged and in the same layout used in print versions and can also be browsed easily and intuitively offline, e.g. during a flight.

### **About Media Carrier**

Established in 2011, the company is a subsidiary of the Munich-based MELO Group, whose central divisions are built on the two pillars: media and logistics. Media Carrier specialises in marketing and distributing digital content. With its development of the Media Box, Media Carrier supplies the travel industry with digital editions of newspapers and magazines. Meanwhile, the digital media library is in use in approximately 1,000 hotels worldwide. In addition to the Lufthansa Group (Lufthansa, Austrian Airlines, SWISS, Eurowings and Air Dolomiti), Oman Air, Virgin Atlantic and other airlines also offer the digital library as a service.

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