

Wefox appoints Laura Eschricht as CMO

4 years ago



[wefox](#), a leading insurtech, has appointed Laura Eschricht as Chief Marketing Officer, with immediate effect.

Julian Teicke, CEO and Founder of wefox said: “It’s a real pleasure to welcome Laura to the wefox team as CMO. She joins us at an exciting time as we continue to deploy our strategy to grow our business and keep more people safe. I have no doubt her extensive knowledge and experience together with her passion and energy will help realise our goals of new markets, new technologies and as always, insurance that is fit for purpose in today’s world.”

Laura is a seasoned marketing professional with over 15 years of global experience that spans both the beauty and fashion industries with B2B and B2C environments, and includes leading e-commerce retailer Zalando, and global beauty brands amika and Moroccanoil.

“I am excited to join wefox and play my part in the insurance revolution,” said Laura. “I want to make wefox insurance a truly global product, helping to prevent risk worldwide and keeping more and more people safe. The insurance industry is ripe for a digital transformation as wefox has already proved. I want wefox to become a household name in the global insurance industry. I want wefox to stand for competence, trust and simplicity in the minds of the people we keep safe and, I want to be the most trusted partner for our brokers.”

“Marketing is about problem solving. I love finding ways to further simplify or boil down ideas to their core. In my experience, the best ideas are very simple and it is easy to lose sight of this. The playbook of a marketer has never changed faster than in the last 15 years with social media and performance marketing being new disciplines and all areas evolving - whether it is through new GDPR compliance, third-party data sharing or new social mediums like TikTok or BeReal. I love that marketing never stops evolving. This

desire to evolve, for the better, is a constant that both I and the team at wefox share,” added Laura.

In July this year, wefox successfully closed a series D round of US\$400m giving the company a post-money valuation of US\$4.5bn.