



# Media Kit





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# About Plytix

We're a next-generation SaaS scale-up that builds [PIM software](#) for the retail industry. Our name, Plytix, is short for Product Analytics—we started as an ecommerce analytics tool in 2015.

Since then, we've grown to be one of the leading [Product Information Management \(PIM\)](#) tools. It's the only PIM system specially made (and priced!) for small to medium-sized ecommerce. It's a single source of truth that helps teams manage and syndicate product information at scale, allowing you to get your products to market faster and smarter—regardless of the channel.

As far as the brains behind the software go, we're a tight-knit team of passionate, data-driven individuals based here, there, and everywhere in the world! We're also recognized for our outstanding customer care and employee culture, making us a [Great Place To Work in 2021](#).



# About the Founders

## Morten Poulsen

Morten Hellesøe Poulsen is the Co-founder and Chief Executive Officer (CEO) of Plytix. Originally from Denmark, Morten received an engineering degree in Supply Chain Management from SDU and a Masters in Business Administration from Harvard Business School.

Morten sought out opportunities in the tech world with an interest in business and entrepreneurship at his core. He developed a strong base from his work experiences at Google, which inspired him to start his own tech ventures. After creating the startup, Digital Excellence, Morten came together with Co-founder, Alex López, to form what we now know as Plytix PIM.

Morten's curiosity and drive for success shine through in his role as a CEO in Plytix. He helps lead the company to new heights, creating actionable strategies from product through to marketing. He has guided the company as a whole to becoming a top industry leader in our field.





## Alex López

Alejandro (Alex) López Torreblanca is the Co-Founder and Chief Technology Officer (CTO) of Plytix. Born and raised in Spain, Alex has a Bachelor's degree in Computer Science from UMA and an MBA from ESESA.

Alex is passionate about business and technology, making this venture the perfect match for him. With over 15 years of experience in software development, his restless entrepreneurial spirit decided it was time to embark on a new challenge with Co-founder, Morten Poulsen.

Alex has proven to be an excellent leader at Plytix. He guides the product and development team in building epic software that helps small-to-medium-sized businesses win at ecommerce. His thorough engineering skills and constant pursuit of knowledge have helped make Plytix PIM a scalable, multichannel solution in such a competitive market.

\*For Product imagery that can be used for media purposes, [click here](#).





# About the Culture

Plytix wouldn't be anything without our team culture. We live by the idea of breaking conventions and being your true quirky self (at the end of the day- who isn't a little bit quirky?) We have big dreams and serious goals, but we don't take ourselves too seriously.

At Plytix we have virtues that we all live by. Here are our top three:

## Don't be a jerk

The path to success is a lot of little moments of mistakes made, only to learn from them to get better. We are a community that knows and values this, and we support each other along the way. We want to grow and reach our highest potential, so we don't let egos and poor attitudes get in the way. We root each other on and skip out on power trips.

## Don't hold back

Being you is the most important thing to do. Everyone's opinion matters and we are empowered to make our role our own. We aren't afraid to let our creativity flow which makes us stand out from the rest. We thrive off of new ideas and welcome challenges, pushing us to be the best we can be.

## Don't forget to have fun

We like to keep work light and lively; it keeps us motivated to work even harder! We know the importance of work-life balance, and sometimes you just gotta have fun! Building a positive and creative environment comes from having a great time doing what you love, so when we work... we also play!



# About the Managers

## Larry Oxley - Head of Sales

Larry heads up the sales team at Plytix. His modern approach to sales is inspiring to watch, and he's continually training, supporting, and guiding his team to be the best sales team they can be. With a background in real estate, he's not your typical salesperson. In fact, you'll find comfort in having a simple conversation (perhaps, it's just his Irish accent). He offers a trusted advisor approach to sales, and he's always happy to help. Any questions about Plytix, reach out, and Larry will walk you through our tool.



## Pedro Liévana - Tech Lead

With more than 14-years of experience working in multiple IT layers—both backend and frontend—Pedro plays a key role in our development team. His passion and pursuit for knowledge in the field is a big advantage, and he's always going the extra mile to ensure the design and functionality of our platform is as good as it is. As a tech lead, developer, and father of two, Pedro has his hands full 24/7!





## Tim Reintgen - Head of Partnerships

Our Head of Partnerships, Tim, is responsible for building the PIM ecosystem for agencies and other strategic partners. This client-facing role involves a ton of networking and magic making. His tasks vary, but generally, he is scouting and recruiting agencies, providing additional support (sales training and enablement material, product training, consulting) to help them bring Plytix to their clients. When he's not chatting your ear off, he's getting rid of his energy by playing football at your local field.



## Julia Soto - Web Design Manager

Julia leads the creative and design team in both the web and marketing disciplines. Her team is responsible for making every visual look as bold and as sexy as you see it. With 8-years of experience, Julia is equipped with all the tools needed to bring visuals to life with maximum impact. She's taken Plytix's identity from strength to strength, and you can always count on her to challenge the status quo.





## Rafael Rodríguez - Development Lead

Our development lead, Rafael (or Rafa), works hand-in-hand with Product and Customer Success. You'll find him spending a large portion of his time handing tickets and organizing development sprints, as these tasks are key to the smooth running of our software and the happiness of our clients. Rafa has years of practical experience and qualifications to back his deep knowledge. He's that stereotypical development dude with many cheeky jokes up his sleeve.



## Fran Guerrero - QA Manager

Fran is an agile ISTQB-certified specialist with more than 10-years of experience. At Plytix, his team has become an essential part of the software quality process. He implements testing processes, QA strategies, innovative tools and builds strong relationships across all teams. From time to time, he enjoys speaking at QA-related forums on topics that include agile testing, test automation, and CI/CD.



## Hayley Salvo - Operations Specialist

Hayley, our Operations Specialist, makes sure our processes at Plytix are smooth sailing. With over four years of experience in startups, she is well-rehearsed in getting things done the right way. A true lover of spreadsheets and organization, she keeps all Plytix activity in line. Whether it's creating our internal wiki or finalizing important contracts, Hayley's the one you'll want to go to (as a bonus, if you like Plytix Swag-she's in charge of that too.)



## Jon Gorospe - Head of Customer Success

Jon is responsible for making sure that customers get the most out of the system. He leads our customer success team and makes sure that they know Plytix PIM better than the developers (well, maybe not, but they do know a whole lot). Jon and his team tackle even the most complex questions that customers might have, always leaving them feeling secure and knowing that their product information is in the right place. Fueled by helping others develop professionally, his team guides companies on using Plytix PIM to reach a new level of professional success.



# About the Finances

Our aspirations at Plytix are growing, and so is our company. We have our eyes set on becoming the industry-leading platform for multichannel commerce, measured on global market share. To support our big dreams, we have gone through three funding rounds, acquiring three lead investors. We reached a total funding amount of \$8 million and have a 150% year-over-year growth rate. Plytix is in 29 markets and counting. We are supported by four investors, with three lead investors that have seen our vision to become a leading platform. Our investors are Trestle, Tiger Fund, Preseed Ventures, and Promentum.

To make it easier for you, here are the hard facts:

- Financial Rounds: 3
- Lead Investors: 3
- Total Funding Amount: \$8 Million
- YoY Growth Rate: 150%
- Number of Markets: 29
- Investors: Trestle, Tiger Fund, Preseed Ventures and Promentum
- Investment Series:
  - First Round: \$500K  
Led by Preseed Ventures
  - Second Round: \$1.5M  
Led by Promentum Capital A/S
  - Third Round: \$3M  
Led by Trestle

Press Release:

# Plytix is a Great Place to Work!

We are thrilled to announce that Plytix is certified as a [Great Place to Work in Málaga and Spain](#) 2021. For us, this project was a no-brainer—everything GPTW stands for resonates with our virtues. Our people define our culture and they're the driving force behind our success.

Here's what Morten Poulsen, Co-founder and Chief Executive Officer (CEO) of Plytix, has to say:

***“Being recognized as the Best Workplace in Malaga is a surprise because this project was carried out by all Plytix employees, without us knowing it. So, it has been an honor since Alex (Co-founder) and I have spent a lot of time creating a culture that is unique and adapts to what our employees need.”***

The certification is based on what employees say, especially how consistently they experience (and rate) a high-trust workplace. As a result, we have achieved the following achievements:

We reached a **98%** Trust Index.

We scored **98%** Employee Net Promoter Score.

We scored **15%** above the average score of the Best Places to Work in 2020.

Each respondent **100%** believes that Plytix is an excellent place to work.

Each respondent **100%** would recommend Plytix as a workplace to a friend.



The way in which our teams collaborated to achieve this badge of excellence is a true testament to our character: we strive to create a great workplace for all. And we get shit done.

It's great to see how far we've come! Follow us on social media to see where we're headed next.

[Read more about Great Place To Work here.](#)



 Click to play!



### About Plytix:

Plytix is one of the leading Product Information Management (PIM) tools on the market. It is a single source of truth designed to help you manage content at scale and get your products to market faster.

*\*For collaborations or requests, contact [hello@plytix.com](mailto:hello@plytix.com)*



# Keen to Chat?

Send us an email, and we'll respond as soon as possible! Please note, these contact details are for media requests only. For sales or customer support, get in touch with us via the website.

## Plytix Product

Shannon Kelly Ash

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[\\*Product imagery for press use](#)

## Plytix Culture

Bergen Palmer

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## Plytix Collaborations

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