



News Release

Teradata Appoints Christian Schwarz as Country Manager Austria and Central & Eastern Europe

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Teradata (NYSE: **TDC**), the cloud data and analytics company, today announced the appointment of Christian Schwarz as new Country Manager for Austria and Central & Eastern Europe (CEE). With Christian Schwarz, another Country Manager with many years of sales experience in the IT industry joins Teradata.

Focus on sales in global companies

Before joining Teradata, Schwarz was Global Client Executive at the IT service provider ATOS IT Solutions, where he was responsible for business development. In this role, he developed the consulting and integration business in Austria as well as sales planning for special portfolio products in the IoT and Industry 4.0 environment.

Prior to this, Schwarz was Head of and later also Country Manager Austria/CEE at Spendit AG, where he played a key role in establishing the company's Austrian/CEE subsidiary. In this role, he was not only responsible for the strategic orientation and for winning first-time customers, but also for strategy development and implementation as well as the establishment of sales channels.

Further stations of his career were the office furniture manufacturer Bene – where Schwarz was Vice President CEE/RUS/CIS and responsible for the management of the subsidiaries in these regions – as well as Microsoft, where Schwarz held the position of Sales Director Enterprise Services CEE. Schwarz started his career at SAP and HP. He studied technical physics at the Vienna University of Technology.

Growth plans for Teradata in Austria and Central & Eastern Europe



In total, Christian Schwarz has more than 15 years of experience in international sales and team management. This puts him in an excellent position to drive forward the expansion of Teradata business in Austria and the CEE region.

"I look forward to working with the Teradata team in Austria. Together we want to establish and expand customer relationships and ensure profitable growth for the commercial division," says Christian Schwarz, Country Manager Austria and CEE at Teradata. "Further key focus areas for me are the strengthening of the Teradata brand in Austria and the seamless integration of sales, consulting and management."

Sascha Puljic, Vice President Central Europe at Teradata, adds: "With Christian Schwarz, we were able to win a highly motivated sales professional for Teradata Austria. During his career, he has proven time and again that he acts goal-oriented in international IT companies and significantly advances the sales organization within a short period of time. We especially appreciate his intercultural competence with which he leads and motivates teams."

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. See how at [Teradata.com](https://www.teradata.com).

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