



N26 Expands Leadership Team with Three Senior Hires

- The Mobile Bank brings on three new leaders with combined decades of experience from leading global brands including Amazon and Booking.com
- Carine van der Heijden joins the digital banking pioneer as Vice President of Brand Marketing, Activation and Content
- Kertu-Liina Lehismae returns to the Berlin-based bank as Director of Digital Marketing and Global Media
- Nicole Heider comes on board as Director of Labor Relations and Employment Law

Berlin, 18 April 2023 – [N26](#) today announced the appointment of three new senior executives, Carine van der Heijden as Vice President of Brand Marketing, Kertu-Liina Lehismae as Director of Digital Marketing and Global Media, and Nicole Heider as Director of Labor Relations and Employment Law. With the new hires, The Mobile Bank further strengthens its extended leadership team with diverse experience and expertise as it continues to drive sustainable growth with world-class marketing and labor relations.

Valentin Stalf, CEO and co-founder of N26: “We are very pleased to have brought in three new seasoned professionals, with years of experience in their respective fields to help steer the company towards sustainable growth. Each of the new hires has a clear understanding of our mission to build a bank the world loves to use.”

With over a decade of experience in marketing leadership roles, Carine van der Heijden joins N26 as VP of Brand Marketing, Activation and Content to lead the next stage of N26’s brand development across its creative, production and operational growth functions. Most recently, Carine was Head of Brand Marketing at Booking.com where she spent seven years defining and implementing the global brand marketing strategy, as well as creative ideation, execution and production for the company.

“It is an honor to join the talented team that positioned N26 as a leader in Europe’s digital banking market,” said Carine. “N26 is redefining the future of banking with its beautifully simple experience and I look forward to bringing this to life through an impactful brand strategy and fully integrated campaigns, and ultimately driving further adoption through every touchpoint people will have with the brand.”

Kertu-Liina Lehismae joins as Director of Digital Marketing & Global Media, bringing with her over ten years of experience in performance marketing, media and marketing technology. In her role, she will drive sustainable growth strategies, oversee growth and digital marketing, as well as lead all of N26's global media efforts. Kertu returns to N26 having joined the digital bank in its earlier growth stages in 2018 before going on to lead Performance Marketing at real estate transactions platform, McMakler. Both Carine and Kertu began in their new roles at N26 on 1 April 2023.

To round out the new additions, Nicole Heider takes on the role of N26's new Director of Labor Relations and Employment Law. The former Amazon Head of Marketplace and Prime Legal for the DACH region brings 14 years of experience in Employment and Labor Law and various other areas of law. In her role, Heider will oversee N26's compliance with employment laws and regulations, working closely with its Works Councils to continue building a world-class employee experience. She will join the team in May 2023.

About N26

N26 is building the first mobile bank the world loves to use. [Valentin Stalf](#) and [Maximilian Tayenthal](#) founded N26 in 2013 and launched the initial product in early 2015. Today N26 has welcomed more than 8 million customers in 24 markets. N26 has a 1,500-strong team of 80 nationalities based across the globe. It has teams based in 10 locations: Amsterdam, Berlin, Barcelona, Belgrade, Madrid, Milan, Paris, Vienna, New York and São Paulo. With a full German banking license, state-of-the-art technology and no branch network, N26 has redesigned banking for the 21st century and is available on Android, iOS, and desktop. Valued at more than US\$9 billion, N26 has raised close to US\$ 1.8 billion from the world's most established investors, including Third Point Ventures, Coatue Management LLC, Dragoneer Investment Group, Insight Venture Partners, GIC, Li Ka-Shing's Horizons Ventures, Earlybird Venture Capital, Greyhound Capital, Battery Ventures, in addition to members of the Zalando management board, and Redalpine Ventures. N26 currently operates in: Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden and Switzerland.

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