



FOR IMMEDIATE RELEASE

## Ex-Uber executive Patrick Stal joins N26 as VP of Global Marketing

**Berlin, 7 April, 2020** - N26 today announced the appointment of Patrick Stal as VP of Global Marketing. Stal joins The Mobile Bank after leading Uber's marketing efforts across Europe, the Middle-East and Africa for more than two and a half years. He brings over a decade of expertise in brand building and growth marketing to N26.

In his new role, Stal will be responsible for scaling N26's marketing team and ramping up growth efforts across all 25 markets the digital bank is present in, reporting directly to N26's Chief Growth Officer, Alexander Weber. He will oversee the brand's Performance, Research & Analytics, Brand, Content, Social Media, Lifecycle Marketing, Product Marketing, PR, Partnerships and Local Marketing teams, bringing these functions together to establish N26 as the bank people around the world love to use.



As Head of EMEA Marketing at Uber, Stal led a team of over 220 marketing experts working across 40 diverse markets, helping them connect Uber to local communities and cities across the world. He started his career in management consulting, before joining Interbrand, where he was Managing Director for the global brand consultancy's BeNeLux practice. He then moved on to TomTom, where he held senior marketing positions in the brand's consumer and sports divisions.

"I have gotten to know Patrick as being one of the rare marketing leaders who excels at both Brand *and* Performance marketing, and I have tremendous respect for his past achievements leading full-functional marketing teams across multiple markets. I could not be more excited to partner with him to further accelerate our growth story and elevate our game across all disciplines of Marketing" said Alexander Weber, Chief Growth Officer of N26.

"I'm thrilled to be joining N26 at a time when the worlds of technology, finance and innovation are all coming together to change the way we bank. I believe we have the opportunity to build one of the world's most valuable brands and to change the world's relationship with banking and indeed money itself," adds Stal.



#### **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 more than 5 million customers in 25 markets. The company employs more than 1.500 employees across 5 office locations: Berlin, New York, Barcelona, Vienna and São Paulo. With a full European 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. N26 has raised more than \$670 million from the world's most established investors, including Insight Venture Partners, GIC, Tencent, Allianz X, Peter Thiel's Valar Ventures, 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, Switzerland and the US, where it operates via its wholly-owned subsidiary, N26 Inc., based in New York. Banking services in the US are offered by N26 Inc. in partnership with Axos® Bank, Member FDIC.

#### **N26 Press Contact**

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