

Jennifer Hoffman joins Website Quality Management Platform Ryte as Industry Advisor

LONDON / MUNICH, May 17 -- Ryte, the Website Quality Management Platform, today announced that Jennifer Hoffman has joined the company as Industry Advisor. SEO industry veteran Jennifer Hoffman will use her expertise to help support [Ryte's ambitious growth plans](#), with a particular focus on the UK.

Jennifer Hoffman boasts a strong track record in the Search Engine Optimization space. A former Marketing Director at DeepCrawl, she was a key member of the executive team that helped steer the organization through multiple funding rounds and establish the company as one of the leading SEO companies in the UK and beyond.

Most recently, Jennifer Hoffman was a VP of Marketing at Banked, a digital payments provider. A regular conference speaker, blogger, and industry awards' juror, she is a well known figure in the SEO industry.

In her new role, she will now bring her wealth of experience to Ryte where she will play a key role in shaping Ryte's international growth strategy through the development of marketing, sales, and partnership initiatives.

Jennifer Hoffman joins the company at a pivotal stage of growth. In recent months, Ryte announced the closing of its Series A funding, as well as a series of [innovative product developments](#) that have raised the bar in the industry.

"I am thrilled to be joining Ryte as an Industry Advisor at such an exciting stage of growth," said Jennifer Hoffman. "I have long followed and admired Ryte from the sidelines and so I couldn't be more pleased to now have the opportunity to make an impact and contribute to Ryte's growth and international expansion."

"I am delighted that Jennifer decided to join us. Having such a great industry veteran become part of the Ryte team confirms that we are on the right track with our vision. I am very much looking forward to working with Jennifer to help us continue to develop our leading platform and achieve our ambitious growth plans, said Ryte CEO, Andreas Bruckschlögl.

About Ryte

Ryte, an award-winning SaaS company with headquarters in Munich, Germany, is one of the fastest-growing technology companies in Europe. Ryte supports companies and agencies in sustainably

optimizing their website quality and success in search engines with state-of-the-art software. More than 1 million users worldwide trust in the Ryte Suite. The Ryte Suite is made up of three tools to help users increase traffic and conversion rates of their websites: Website Success, Content Success and Search Success. The product portfolio also includes BotLogs, an innovative alternative to log file analysis, which enables SEOs to easily analyze bot traffic on their website in real-time.

Ryte currently has offices in Munich and Ho Chi Minh City with +100 employees. Globally active companies such as Allianz, Boehringer Ingelheim, Daimler, and Sixt rely on Ryte's technology and innovation to reach their website's full potential.

Further information is available here: ryte.com.

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