



## LEADERSHIP BIO

# Paul Fredrich

## VP OF PRODUCT

Paul is the Vice President of Product at Contently. With more than 13 years of experience building large-scale consumer and business Internet applications, he spent much of his career with PayPal and Zong (which was acquired by PayPal). Paul also led product teams at CropUp and Plastic Jungle. Well known for his entrepreneurial spirit, Paul founded and built Bucklemania, Germany's leading online shop for belt buckles and leather belts.

Since joining Contently, Paul has used his industry experience to define and execute the company's product vision. Paul leads a team of product managers, data scientists, developers, and designers who are responsible for many of the Contently platform's key differentiators, such as Contently Analytics. When he's not working, he's probably planning Contently's movie night or going to a heavy metal concert.