

Dr. Markus Kalb Founder und CEO

Markus Kalb is the strategic mastermind behind the success story of userwerk. As a doctor of computer science Kalb's early focus was on the intelligent use of technology for the digital "refinement" of brand and shopping experiences. For 9 years he was a top consultant in Germany for Bearing Point before joining the leadership team at range2 beratung & medien GmbH. After its successful growth and sale Kalb then founded userwerk in 2017. Based on an innovative business model userwerk was a pioneer in the field of high-quality personalized checkout marketing and within a very short time Kalb became a market leader growing his company 400% since its inception. He also deals intensively with R&D related to digital customer identification and authentication which play a decisive role in the range of solutions being developed by his team of digital experience engineers.



The enthusiastic father gets enough digital detox in his free time with a variety of sports activities, including judo, climbing, skiing and snowboarding, mountain hiking and crossfit.

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