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DIGITAL EXPERT MICHAEL FRISCHKORN JOINS ADAC STARTUP PINCAMP AS CTO

- Michael Frischkorn joins PiNCAMP team in april 2020

Berlin, 02.04.2020 – After the successful commitment of camping and tourism experts Simone Pokrandt, Cornel Straver, Thomas Reimann and Maren Maier at the beginning of this year, Uwe Frers, managing director of ADAC Camping GmbH, signs up one of the most experienced digital experts to the ADAC startup PiNCAMP (<https://www.pincamp.de>). From april 2020 Michael Frischkorn will be responsible for the technical development of the digital camping platform PiNCAMP as CTO (chief technology officer).

Says Uwe Frers: “I have known and appreciated Michael for more than ten years. He is an expert in booking technology, has built two startups himself and sold them successfully. He is also very familiar with the world of corporations. Michael is the ideal choice. With this expansion of the management team, we will drive the digitization of the camping industry with even more power.”

Michael Frischkorn: “I’m really looking forward to the most exciting job in the digital tourism business. Online booking portals can offer real added value to campsites, and PiNCAMP will play a crucial role here.”

Michael Frischkorn most recently worked as CTO at DER Touristik Online GmbH and as Chief Product Officer at ProSiebenSat.1 subsidiary Joyn GmbH. Previously, the IT expert, decorated with numerous awards, had played a major role in the development of digital processes in tourism, among other things as the founder of the tourism startup HolidayInsider AG. Michael Frischkorn succeeds Urs Martini, who left PiNCAMP at his own request after two years of development.

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About PiNCAMP

PiNCAMP (<https://www.pincamp.de>) is the digital camping platform of ADAC SE. The portal lists all ADAC content and a total of more than 9,000 campsites, 8,000 destinations throughout Europe and 30,000 user ratings. PiNCAMP combines this information to an inspiring content offer consisting of news, travel reports, interviews and vehicle tips. In addition, ADAC experts check the quality of the campsites as part of annual, objective inspections. The platform is financed by B2B services for operators and consumers use PiNCAMP free of charge. The Berlin company is managed by tourism and start-up expert Uwe Frers.