



Former MailChimp COO Neil Bainton Joins Website Builder Jimdo

HAMBURG, Germany, August 25, 2016 – Jimdo, the leading European do-it-yourself website builder, today announced that Neil Bainton has been named as the company’s Chief Operating Officer.

Bainton has served on Jimdo’s Board of Directors for the past year and previously spent over seven years at MailChimp, most recently as its Chief Operating Officer.

“We are thrilled to have someone with Neil’s world-class background join the Jimdo team,” said Matthias Henze, co-founder and Chief Executive Officer of Jimdo. “Neil has already contributed tremendously to Jimdo as a board member, and shares the same values we’ve used to build our business. At this stage in the company’s growth, expanding Neil’s role was an obvious decision for us.”

“I am excited to be stepping into an operational role at Jimdo,” Bainton said. “As a board member I’ve seen Jimdo’s business accelerate, and I was drawn to this momentum and the large market opportunity the company has before it.”

While at MailChimp, Bainton helped it become one of the world’s leading subscription services used by small and medium-sized businesses around the world to better interact with their customers. Prior to MailChimp, Bainton co-founded FareCompare, a travel meta-search engine, and was Vice President of Corporate Strategy and New Business Development at WorldSpan, a provider of travel technology and content. Bainton holds a BA from the University of New Hampshire, an MBA from The Wharton School, and two master’s degrees in Russian studies and linguistics.

“Jimdo has become a leading platform for its large base of small and medium-sized business customers,” said Christian Springub, co-founder of Jimdo. “Neil’s depth of knowledge and familiarity with online subscription services will be invaluable as Jimdo continues to scale,” added Fridtjof Detzner, co-founder of Jimdo.

Jimdo’s do-it-yourself website builder has helped small and medium-sized businesses and individuals build over 15 million websites globally. The company’s product helps users create stunning, personalized websites to promote themselves online.



About Jimdo

Jimdo is the easiest way to create a website on a computer, smartphone, or tablet. With a simple intuitive interface, Jimdo enables anyone to create a customized online presence with a blog and online store. Founded in Germany in 2007 by Christian Springub, Fridtjof Detzner, and Matthias Henze, the company set a new standard in website creation. Profitable since 2009, Jimdo has a passionate team of over 250 people in Hamburg, San Francisco, and Tokyo. Jimdo is available in 10 languages and has helped people build over 15 million websites. For more information on Jimdo, visit: <http://www.jimdo.com/>

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