

Anja Glauch joins floragunn as Chief Marketing Officer

Jochen Kressin · 2024-04-15



We are super happy to announce the appointment of Anja Glauch as our Chief Marketing Officer. Anja has over two decades of experience in the marketing sector, specializing in SEO, social media, and integrated marketing communications.

Anja's prior role was at [IG Group](#) in London, where she led the SEO & Social team for seven years. Her efforts centralized organic search strategies that improved the visibility of IG in key markets. She also managed the strategic direction of content in accordance with brand guidelines, executed global organic acquisition strategies, and was instrumental in enhancing the site's search engine visibility and inbound link profile.

Additionally, Anja held a strategic position at [Groupon](#), where she was responsible for establishing a growth channel essential for scaling operations. Her work involved close collaboration with global leadership to enhance performance across business-critical functions.

Anja will oversee all our marketing activities, including SEO, advertisements, campaign planning, event planning, and social media management. Her proven expertise in digital strategy and leadership skills will be invaluable in driving our marketing efforts forward.

Anja's profile can be found on LinkedIn:

<https://www.linkedin.com/in/anjaglauch/>

Anja, we are super excited to have you on the team! Let's rock!

This article was published on the Search Guard blog: <https://search-guard.com/blog/anja-glauch-joins-floragunn-as-head-of-marketing/>

Search Guard is Security and Alerting for Elasticsearch and Kibana — search-guard.com · [Start a free trial](#)