

Catrin Schlatmann heads marketing and PR of the Mobility Data Space

Munich, 03.05.2022. DRM Datenraum Mobilität GmbH, operator of the "Mobility Data Space" platform, has entrusted Catrin Schlatmann (52) with the management of its PR and marketing department. In this position, the business administration graduate benefits from the experience she has gained from various organisational structures and industries. She has worked for brands such as Siemens Mobile, Bally, Jafra and Coca-Cola, and has been managing marketing for providers of cloud-based electricity storage and e-mobility charging solutions.

The Mobility Data Space (MDS), launched in autumn 2021, allows a sovereign exchange of data and thus creates added value for mobility service providers, vehicle manufacturers, public transport operators, municipalities, research institutions and others. The aim is to enable seamless, sustainable and barrier-free transport and traffic flows in urban and rural areas. "Working for a company that, as a non-profit organisation, contributes to such an important task for the future is a real matter of the heart for me. The Mobility Data Space has the potential to play a significant role in shaping the mobility of tomorrow," says Schlatmann.

Michael Schäfer, Managing Director of DRM: "With Catrin Schlatmann, we have found a generalist for PR and marketing whose experience with major brands and sustainability issues will help us move forward. Her expertise will have a positive impact on the perception of the Mobility Data Space and also on the cooperation with the MDS partners."



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About the Mobility Data Space:

The Mobility Data Space (MDS) is a data marketplace where partners in the mobility sector exchange data in a self-determined manner in order to enable and further develop innovative, environmentally friendly and user-friendly mobility concepts. The technical conception of the MDS is carried out in close coordination with European and national initiatives to ensure compatibility with the projects of Gaia-X as well as other European data spaces. The supporting organisation is the non-profit organisation DRM Datenraum Mobilität GmbH, which emerged from a project of acatech - Academy of Science and Engineering. The MDS is funded by the Federal Ministry of Digital Affairs and Transport.

In addition to the acatech - German Academy of Science and Engineering Support Association, shareholders include CARUSO, Deutsche Bahn, Deutsche Post DHL, HERE, HUK-Coburg Versicherung, Mercedes-Benz, BMW via BMW Intec Beteiligungs GmbH and Volkswagen via Volkswagen Group Info Services AG, as well as the state of North Rhine-Westphalia.