

FOR IMMEDIATE RELEASE

Media Contact: Carsten Luedtge, Communications Manager
[mailto: pr@markt-pilot.com](mailto:pr@markt-pilot.com)

Johannes Muschal Joins MARKT-PILOT™ to Lead Customer Operations

Johannes Muschal joins MARKT-PILOT as VP Customer Operations, reinforcing the company's commitment to delivering exceptional customer outcomes and accelerating innovation across the customer journey.

Stuttgart/Chicago, August 13, 2026- MARKT-PILOT, the leader in [Pricing Performance](#) for industrial manufacturers, today announced that Johannes Muschal has joined as Vice President Customer Operations. Muschal, who most recently served as Chief Revenue Officer at Seven Education, brings revenue leadership to a newly consolidated function uniting Customer Success, Customer Support, and Professional Services. The move signals a strategic priority: how customers adopt [MP ONE™](#) determines how MARKT-PILOT grows.

In his role, Muschal owns the entire post-sale customer journey. He is responsible for making implementation and adoption faster and simpler, so manufacturers see measurable results early and can extend MP ONE to more teams and use cases. He consolidates Customer Success, Support, and Professional Services under one leader, eliminating handoffs that delay time-to-value for industrial manufacturers managing complex pricing operations.

"We will continuously deliver a best-in-class customer experience. One that is modern and driven from the needs and POV of the customer. Consolidating all post-sale functions under a single leader gives us a fully connected thread to ensure consistency, quality, and speed in how we live up to the high standards of accountability from ourselves and our customers at scale. Johannes's track record in this area speaks for itself and we trust him to do it here."

Muschal joins MARKT-PILOT at a pivotal time for industrial manufacturers, as AI and rapidly changing global markets increase the need for agile pricing strategies and operational resilience.

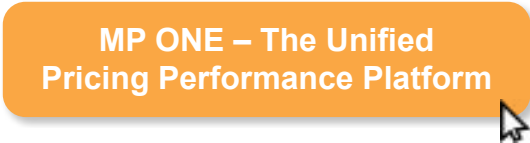
"AI is disrupting the way businesses operate, and global markets now require agility and adaptability like never before," Muschal said. "Helping our customers navigate these challenging times and jointly building a robust backbone for their pricing operations is demanding, but it is also extremely rewarding. That is exactly why I joined MARKT-PILOT."

Muschal has 14 years of experience in enterprise B2B SaaS, most recently as Chief Revenue Officer at Seven Education, where he owned the entire customer journey across Sales, Customer Success, Marketing, Delivery, Enablement, and Revenue Operations. Before that, he spent six years at Tacton, scaling the Swedish software platform from regional player to global leader with operations across Europe, the United States, and Latin America. He started in customer delivery, advanced to Senior VP Customer Services overseeing global implementation and services sales, then led Tacton's DACH regional expansion. In each of those roles, he led the teams that customers work with after the contract is signed, from implementation and training through day-to-day support.

Muschal's immediate priorities include restructuring how customers move through onboarding and adoption, strengthening Customer Success and Support teams to accelerate time-to-value, and embedding direct customer feedback into product and service decisions. His focus is on outcomes that matter to manufacturers: implementation speed, measurable ROI, and the confidence to expand into new use cases.

Muschal's appointment reflects MARKT-PILOT's continued investment in helping industrial manufacturers maximize value from MP ONE while advancing the company's vision of Pricing Performance.

"Business software either enables a manufacturer to do their job better, or it gets in the way," Muschal said. "Most fail not because they lack capability, but because implementation bogs customers down and they never reach the value. My job is to make sure MARKT-PILOT never falls into that pattern. Every process, every training decision, every support interaction should drive toward one thing: getting customers to real value fast enough that MP ONE becomes strategic to their business, not just a tool they use. When that happens, they expand."



**MP ONE – The Unified
Pricing Performance Platform**

About MARKT-PILOT™

MARKT-PILOT makes pricing effortless for industrial manufacturers. MP ONE is the pricing performance platform that unifies market intelligence, pricing decisions, and performance measurement to help teams improve net price realization, protect margin, and drive profitable growth. Trusted by 200+ industrial manufacturers worldwide, MARKT-PILOT is headquartered in Stuttgart with additional presence across Europe and North America. www.markt-pilot.com

Media Contact:
Carsten Luedtge
Communications Manager, MARKT-PILOT
pr@markt-pilot.com

MP MARKT-PILOT™