

Frisbii

Community Day



The community comes together.
Great to have you here.

Spreespeicher, Berlin

March 17, 2026

Welcome

It was great to have you with us!

We experienced a noticeable shift: AI, data, and changing customer expectations are transforming how companies grow and how value is created. Monetization is evolving—from pure transactions toward long-term relationships, intelligent models, and integrated systems. We describe this transformation as the Monetization Shift.

For us, the Frisbii Community Day was more than just a conference. It was a place for exchange, inspiration, and honest conversations between people who actively shape monetization—in media companies, digital platforms, SaaS businesses, and many other industries.

In this event booklet, you will find the agenda of the day, information about our speakers and partners, and an overview of the participants. We have also included links to the presentations so you can revisit and explore the day's insights.

A special thank you goes to all our speakers and partners for sharing their perspectives, projects, and experiences with us. And above all, thank you to everyone who joined us. A community is not created by a platform or a product—it is created by people who share their knowledge and think ahead together.

We hope the day sparked inspiring conversations, new connections, and ideas that you can take back to your organization.

Thank you for being part of the Frisbii community.

Warm regards,
Your Frisbii Team

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Agenda



Agenda

9.00 am	Registration & Networking breakfast	
Willkommen Monetization Shift		
9.30 am	Welcome Silke Hoersch, CMO @ Frisbii	
9.40 am	The engagement economy: Why the future belongs to brands that build relationships, not transactions Gregory Herbert, CEO @ Frisbii	
9.55 am	From insight to impact: AI-based churn prediction at Nordisk Film+ Pil Schlütter Gudbergesen, Customer Service Manager @ Nordisk Film+ Erik Mathiesen-Dreyfus, Head of Data Science @ Frisbii	
10.20 am	Intelligent monetization systems: How AI, hybrid models, and transparent pricing are redefining recurring revenue David McGuinness, CPO @ Frisbii	
10.45 am	Networking break	
The Model Shift How smarter monetization models are reshaping Media, SaaS & eCommerce		
11.15 am	Evolving the payment setup: how Media and payments work seamlessly together Anja Griesbauer, Director of Product - Media @ Frisbii	GRANDE
parallel sessions	From chat to checkout: agentic commerce beyond your website Markus Brunke, Director of Product - Pay @ Frisbii Mikael Nørgaard, Digital Payments and E-commerce Solutions Lead @ VISA	ULTIMO 1
	The future of B2B revenue: contract intelligence, flexibility & usage models Sushant Chavan, Director of Product - Billing @ Frisbii	ULTIMO 2
11.40 am	<i>5 minutes to change rooms</i>	
The System Shift From fragmented tools to integrated revenue ecosystems		
11.45 pm parallel sessions	Building better reader journeys: what's new in Frisbii Media Anna Wonenberg, Product Owner - Media @ Frisbii	GRANDE
	Integrated Billing & payments: the growth multiplier you're missing Markus Brunke, Director of Product - Pay @ Frisbii Sushant Chavan, Director of Product - Billing @ Frisbii	ULTIMO 1
	Designing impact: co-creating the next generation of Revenue Insights for media & publishing Erik Mathiesen-Dreyfus, Head of Data Science @ Frisbii	ULTIMO 2

Agenda

12.10 pm	5 Minuten, um den Raum zu wechseln	
From relationships to revenue: perspectives on smarter growth		
12.15 pm	From migration to momentum: Best practices for migration and integration Viktor Gerbert, Board Member - Senior Software Engineer @ alchemisten	GRANDE
parallel sessions	Why 15% savings are only the beginning: how AI is rethinking newspaper delivery logistics Simon Heinrich, COO @ Haiberg	ULTIMO 1
12.40 pm	Networking lunch break	
From relationships to revenue: perspectives on smarter growth		
1.45 pm	Success through smart management of editorial content and paywalls Andres Demuth, Founder & CEO @ Upscore Christian Hasselbring, Business Development @ Upscore	GRANDE
parallel sessions	Rethinking collections with troy: how automation and customer experience drive recovery and retention in the Subscription Economy Dan Drescher, Director Client Success Management @ troy Johannes Weweler, Chief Operating Officer @ troy	ULTIMO 1
2.10 pm	5 minutes to change rooms	
2:15 pm	opensubs connects: from subscription management to an integrated media ecosystem Oliver Geffers, CEO @ opensubs	GRANDE
parallel sessions	Friend-to-friend referrals - on autopilot Julia Kleber, GTM & RevOps @ Cello	ULTIMO 1
2.40 pm	5 minutes to change rooms	
Frisbii Roadmaps What's coming next: product innovations for smarter growth		
2.45 pm	Shaping the future: Frisbii Media's strategic roadmap for 2026 Anja Griesbauer, Director of Product - Media @ Frisbii	GRANDE
parallel sessions	Flowing forward: the evolution of Frisbii Pay in 2026 Markus Brunke, Director of Product - Pay @ Frisbii	ULTIMO 1
	The engine of growth: what's next for Frisbii Billing in 2026 Sushant Chavan, Director of Product - Billing @ Frisbii	ULTIMO 2
3.20 pm	Networking break	

Agenda

From strategy to impact: real-world customer success stories

3.50 pm	TECH by Handelsblatt: Circle & Communities Felix Fischer, Head of Distribution Development @ Handelsblatt Media Group
4.15 pm	360° Revenue: why Medieninsider is rethinking established business models Matthias Bannert, Co-Founder & Managing Director @ Medieninsider
Where monetization meets reality: looking ahead together	
4.40 pm	PANEL Monetization under pressure: are consumers becoming more selective? Tarmo van der Goot, CRO @ Frisbii Scott Frisby, Head of Strategy @ Elavon Daniel Mussinghoff, SVP Business and Growth PREMIUM Group @ Axel Springer Lennart Schneider, Strategy Advisor @ Subscribe Now
5.15 pm	Conclusion of the conference Gregory Herbert, CEO @ Frisbii Silke Hoersch, CMO @ Frisbii

Networking Evening

Let's cook together Party

5.45 pm	Departure of buses to the evening event location We offer a shuttle service for the journey to the evening event location. Participants are responsible for organizing their own return journey.
6.30 pm	Let's cook together party We invite all participants to this networking event. Location: Gerichtstraße 23 - Hof 3 - Aufgang 2 - EG, 13347 Berlin

The Presentations

Frisbii 
Community day



You can find all slides from the presentations that have been approved by the speakers and are currently available to us here. Additional PDFs may follow.

[to the presentations](#)

Frisbii 

Our Speakers



and many more...



Andreas Demuth
Geschäftsführer, Upscore

More than 25 years of experience in digital publishing and subscription-based businesses. Before founding Upscore, he served as CEO of an internet and media group in Central and Eastern Europe, Managing Director of AOL Germany, and held a position at AOL Europe in London. As General Manager of a Bertelsmann subsidiary in Dublin, he built a pan-European subscription billing system.



Anja Griesbauer
Director Product - Media, Frisbii

Anja Griesbauer, Director of Product at Frisbii Media, is responsible for shaping product strategy and driving the development of the media solution. She focuses on creating impactful products, improving user experiences, and aligning technology and business goals to support growth in the evolving media landscape.



Anna Wonenberg
Product Owner - Media, Frisbii

Anna Wonenberg, Product Owner at Frisbii Media, is responsible for the frontend product development of the platform. Her work focuses on improving the UI and UX of subscription and billing workflows while ensuring that complex functionality is translated into clear and usable interfaces. She plans and prioritizes the team's tasks, defines product requirements, and helps decide which initiatives are implemented.



Christian Hasselbring

Head of Business Development, Upscore

Active in digital media since 1997. After holding management positions at Heinrich Bauer, Burda / Tomorrow Focus, AOL, Axel Springer, and Gruner + Jahr, he has been responsible for market development as Head of Business Development at Upscore for more than five years. For more than a decade, his core focus has been the development of digital payment models and the creation of data-driven editorial products.



Dan Descher

Director Client Success Management, troy

Dan Drescher has been active in the financial services and receivables management industry since 2012, working with leading companies, including those in the telecommunications and insurance sectors. At troy, he leads the cross-industry Client Success Management function and supports companies in aligning economic success with a positive customer experience in receivables management.



Daniel Mussinghoff

SVP Business and Growth PREMIUM Group, Axel Springer

Daniel Mussinghoff is SVP Business & Growth at Axel Springer's Premium Group (WELT, Business Insider Germany, POLITICO Germany), where one of his responsibilities is the group's B2C subscription business. Previously, he built and scaled BILDplus to over 800,000 subscribers, leading cross-functional teams and accelerating digital transformation. Former journalist and RTL product innovation manager.



David McGuinness
CPO, Frisbii

David McGuinness, Chief Product Officer at Frisbii, leads product strategy and development for the company's recurring billing platform. His work focuses on scaling subscription businesses across billing, payments, lifecycle management, and revenue operations, while balancing commercial flexibility with operational simplicity.



Erik Arne Mathiesen-Dreyfus
Head of Data Science, Frisbii

Erik Arne Mathiesen-Dreyfus is responsible for the Data Science division at Frisbii, where he is driving the development of a new generation of AI-powered solutions for revenue management. Previously, he founded Infer, a company specializing in applied AI, which was later acquired by Frisbii. Other stages of his career with a strong data science focus include roles at companies such as Attest and Streetbees. Erik holds a PhD in Mathematics and combines deep technical expertise in machine learning and modeling with a strong focus on business impact.



Felix Fischer
Head of Distribution Development,
Handelsblatt Media Group

Felix Fischer has spent over 15 years in the media industry and drives digital transformation by building technological infrastructures for subscription businesses. As a “translator” between business and IT, he connects strategy with technology.



Gregory Herbert
CEO, Frisbii

Gregory Herbert, CEO of Frisbii, is a seasoned technology executive with 20+ years of experience driving growth, innovation, and operational excellence across international markets. He has built and scaled high-performing teams, led complex transformations, and consistently delivered sustainable revenue growth in competitive environments.



Johannes Weweler
Chief Operating Officer, troy

For more than 15 years, Johannes has led complex B2B services across logistics, e-commerce, customer service, IT integrations, and receivables management. Since 2020, in his role as COO of troy, he has focused on sustainably improving the customer experience in debt collection through technology-driven solutions. Together with his team, he advises corporates on developing and enhancing their receivables management.



Julia Kleber
GTM & RevOps, Cello

Julia Kleber leads Go-to-Market and Partnerships at Cello. She works with subscription and SaaS companies, to help integrate referral programs into product, marketing, and revenue models and scaling them as a successful growth channel.



Lennart Schneider

Strategieberater, Subscribe Now

Lennart Schneider advises leading media companies on their subscription and newsletter strategies. In the podcast “Subscribe Now” (www.subscribe-now.de), he interviews decision-makers from some of the most exciting companies in the subscription economy every two weeks, and in the newsletter of the same name he shares best practices. Before that, he spent more than six years at the weekly newspaper DIE ZEIT, where he helped build initiatives such as the customer loyalty program “Freunde der ZEIT” and the literature community “Was wir lesen.”



Markus Brunke

Director Product - Pay, Frisbii

Markus Brunke, Director of Product – Pay at Frisbii, where he is responsible for shaping and advancing the company’s payment platform. His work centers on creating dependable, scalable payment capabilities that support smooth transaction flows and give businesses the foundation they need to optimize and expand their payment operations.



Matthias Bannert

Co-Founder & Managing Director, Medieninsider

Matthias Bannert is co-founder and Managing Director of Medieninsider. He completed his journalism training at the Axel Springer Academy and worked for Bild in Berlin and Los Angeles in editorial and audience development roles. He was also the founding editor-in-chief of upday, the news aggregator by Axel Springer and Samsung. Since 2017, he has also been co-creator of the well-known election assistance app “WahlSwiper” (“VoteSwiper”), and since 2024 he has served as Managing Director of the video and livestreaming agency MOVACT.



Mikael Nørgaard
Digital Payments and E-commerce Solutions
Lead, VISA

Payments professional with 10+ years experience, including 5 at Visa, in the product team, driving the development in ecommerce with banks, merchants, acquirers and PSP's. Focusing on digital payments, tokenization, authentication and agentic commerce, translating technology into higher authorization rates, increased conversion and scalable growth.



Oliver Geffers
Geschäftsführer, opensubs

Oliver Geffers has been supporting media and e-commerce brands on their journey toward sustainable digital business models for over twenty years. He combines the development of modern subscription and membership strategies - along with the required tech stack — with a deep understanding of traditional publishing processes. Since 2023, he has been Managing Director of opensubs GmbH.



Pil Schlütter Gudbergsen
Customer Service Manager, Nordisk Film+

Pil is Customer Service Manager at Nordisk Film Distribution and Product Owner for Frisbii. She is passionate about customer service and curious about how data can be transformed into better user experiences and stronger customer relationships.



Scott Frisby

Head of Strategy, Elavon

Scott leads the Strategy, Insight and M&A advisory function for the European business of Elavon, one of the leading global merchant payments firms and a wholly-owned subsidiary of U.S. Bank. In this role, Scott drives the formulation and the implementation of Elavon's strategy at regional level as well as across its several European geographies as Elavon continues to expand beyond core merchant acquiring into adjacent payments and commerce services, with an emphasis on growing Elavon's presence in the Small- and Medium-Sized Business segment. In addition, Scott's team manages the identification and strategic fit of potential M&A targets.



Simon Heinrich

COO, Haiberg / HUP

Simon Heinrich, founder of Haiberg GmbH (2002), is now COO and authorized signatory of HUP GmbH. He is an expert in publishing logistics software with international experience in IT and process optimization. He is responsible for the operational development and the consistent customer-focused orientation of HUP.



Sushant Chavan

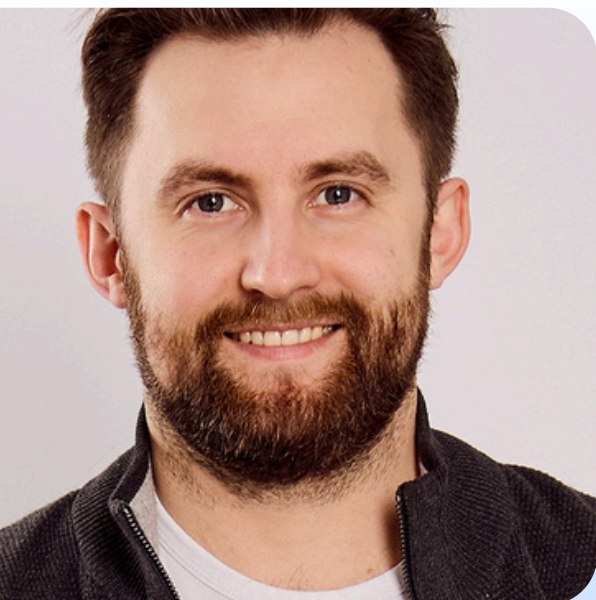
Director Product - Billing, Frisbii

Sushant Chavan, Director of Product – Billing at Frisbii, leads the product strategy for scalable subscription and billing platforms. He focuses on developing resilient, high-performance systems that enable modern digital business models and empower organizations to efficiently scale and manage recurring revenue.



Tarmo van der Goot
CRO, Frisbii

Tarmo van der Goot is Group Chief Revenue Officer at Frisbii, leading Sales and Customer Success. With a fintech background, he focuses on scalable GTM strategies, M&A monetization, and revenue growth. Tarmo helps teams align ICP, pricing, and customer value to drive predictable growth.



Viktor Gerbert
Vorstandsmitglied - Senior Software Engineer,
alchemisten

Viktor Gerbert is a software architect and board member of Alchemisten AG. He develops digital platforms, cloud systems, and 3D technologies for B2B companies. His focus is on scalable architectures that make complex products digitally tangible while efficiently connecting sales and data processes.

Frisbii 

Our Partners

troy

upscore

 opensubs

SHIFT 

jambit 
WHERE INNOVATION WORKS

 elavon
by U.S. Bank

doo SMART EVENT
AUTOMATION

 conversario

 cello

 HUP
FUTURE
POWERED BY
EXPERTS

 ALCHEMISTEN.AG
DESIGN. DEVELOP. DEPLOY.



Alchemisten

Alchemisten AG develops digital platforms, 3D technologies, as well as interfaces and automation solutions for industrial and B2B companies. The goal is to connect systems, automate processes, and make complex products digitally tangible—for modern and efficient sales processes.



Cello

Cello is a SaaS platform for referral programs that helps companies grow through their existing users and affiliates. Digital products can seamlessly integrate friend-referral programs and create a referral experience that engages users and keeps them active over the long term. Cello provides the technical infrastructure and automates the entire process, including reward payouts, compliance, and fraud detection.



doo

doo is a modular SaaS platform for professional event management. From invitations, registration, and ticketing to participant management, doo automates the entire event journey and creates data-driven, personalized event experiences. doo und Frisbii Media: Abonnenten gewinnen, begeistern, ausbauen – mit intelligentem Cross-Selling zwischen Events und Publikationen.

doo and Frisbii Media: acquire, engage, and grow subscribers—with intelligent cross-selling between events and publications.



Elavon

Elavon is your global payment service provider, backed by U.S. Bank, and active in over 30 countries with more than 1.3 million customers worldwide. With a strong presence in the Nordic countries and the DACH region, Elavon invests specifically in eCommerce and offers secure, innovative, and scalable payment technologies for growing businesses around the world.



ferret go / Conversario

ferret go GmbH is a platform partner for publishers and media companies looking to centralize and strategically leverage public interaction on their own channels. With conversario and engagingly, ferret offers an integrated solution for community infrastructure, moderation, and sustainable growth.



HUP

HUP GmbH is a technology partner for publishers and media companies. We develop and integrate software solutions for print and online publishing—from subscription management and logistics to advertising processes, CMS, and portal solutions. In this way, we help publishers efficiently manage their content, processes, and revenue models and further develop them through the use of AI.



Jambit

As an industry expert and transformation partner, jambit supports media companies on their journey into the digital future. Technology only creates real value when it is aligned with the needs of the audience. We translate these needs into editorial logic, data models, and product decisions.



opensubs

opensubs supports and advises publishers in the technical implementation of their distribution strategy. With a team of media experts and a network of experienced partners, opensubs provides its clients with deep industry know-how, access to efficient tech stacks, and reliable operations.



Shift4

Shift4 (NYSE: FOUR) drives the Experience Economy and helps businesses create moments that matter. The company's commerce technology enables seamless experiences at any scale—from local restaurants to the world's largest venues. Shift4 processes billions of transactions annually for hundreds of thousands of businesses worldwide. Learn more at shift4.com.

The logo for troy, featuring the word "troy" in a lowercase, bold, purple sans-serif font.

troy

troy is a fintech founded in 2018 that rethinks the debt collection process with a clear focus on customer retention. Unlike traditional debt collection providers, troy relies on a consistent omnichannel approach and empathetic AI to treat “accidental debtors” as valuable customers. This approach has proven successful in numerous benchmarks, has been internationally recognized with Customer Experience Awards, and is now in use by a wide range of satisfied clients in eCommerce, media, insurance, SaaS, and public transport. troy_genius, troy’s AI communication platform, has been officially supported by the Federal Ministry for Research, Development, and Space since the end of 2025.

The logo for up score, featuring the word "up" in a lowercase, bold, blue sans-serif font, followed by the word "score" in a lowercase, bold, dark blue sans-serif font.

Upscore

It is a German publishing intelligence platform specializing in real-time data and real-time management of content offerings and dynamic paywalls. By integrating Frisbii Media with Upscore, subscription sales teams and editorial departments can easily manage and optimize multiple paywalls with high precision and efficiency. This makes paywalls a dynamic tool for driving subscription growth—including measures for subscriber retention and win-back.



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