



## Erste Bank: Martin Spona runs new “Digital Sales” division

Martin Spona (46) will set up the new “Digital Sales” division of Erste Bank Oesterreich, making him responsible for developing the entire group’s digital sales channels.

For more than ten years, Spona has been intensively catering to the needs and requirements of financial institutions, with a focus on the banking of the future. The qualified IT specialist began working in the Business Development division of Microsoft Austria in 2002, where he attended to the Erste Bank’s affairs as part of “Multi Channel Sales”.



Martin Spona, Digital Sales, Erste Bank

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