

Germany's imc AG expands North America business with new location on U.S. East Coast

imc AG continues its expansion in the USA

Saarbruecken, February 2023

At the start of this year, imc announced the opening of an additional international location -- on the east coast of the USA. The new location continues the Saarbruecken, Germany-based e-learning provider's growth trend of the past few years and further expands its global presence. It will enable imc to provide its existing customers in North America with a more personal experience. It will also allow the company to base support people for new customers directly in the American market.

For Christian Wachter, Chair of the Executive Board of imc AG, the new location is a logical next step. "We already have a lot of customers and partners in the USA," he said. "We know our product portfolio is a good fit for the American market, so we felt it was important to establish another location to take our activities there to the next level." Wachter also likes his company's chances of sourcing suitably qualified staff locally: "We won't have to start from scratch, because we've already managed to find high-calibre candidates for a number of positions locally. The US labour market offers a lot of talent for us. I am looking forward to having a strong, growing local team, and hence to the new energy and fresh ideas that team is certain to bring to our entire organisation."

Tim Treman, imc's business development manager in North America, visited the company's headquarters in Saarbruecken for the launch and will soon start work in the new office, which is located near New York. imc's current plans are to concentrate its activities in the USA on sales, consulting, and customer success. Impressively, the company aims to be ready to mount a showcase at the ATD (Association for Talent Development) Conference in San Diego in May. The conference is one of the leading events in the L&D (learning and development) sector, and is expected to attract more than 13,000 attendees from over 80 countries.

Prof. Dr. August-Wilhelm Scheer, the founder and president of the supervisory board of the Scheer Group, of which imc is part, supports imc's growth initiative in the USA. "For the Scheer organisation, 2023 is all about growth on the North American continent," he said. "imc AG will now join Scheer GmbH in establishing an important new branch office on the U.S. East Coast. The USA is a highly attractive market for imc AG because it is both a major crossroads for global companies and the world's biggest market for e-learning products. I have no doubt that imc AG, being a leading e-learning specialist, will do extremely well there."

About imc

With more than 25 years experience, 12 international locations and 350 employees, imc is the leading full-service provider for digital training. Experts in the fields of technology, e-learning content and strategy work hand in hand to provide holistic and customized e-learning solutions - worldwide. Founded by IT-pioneer Prof. August-Wilhelm Scheer in Germany, imc today supports over 1.300 commercial enterprises, government organisations and educational institutes with over 10 million learners around the world in in planning and implementing professional and bespoke trainings solutions. To learn more visit www.im-c.com

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