Magix Software GmbH Announces New Strategy



Magix Software GmbH, a provider of audio and video software solutions, announces their new strategy and vision: Democratize audio and video creation by enabling content creators and knowledge workers with intuitive, assisted and collaborative workflows. The company aims to streamline the creative process as a whole, allowing users of any skill level to focus on creativity and produce better and faster results.

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Executing on this new strategy, Magix consolidates its product portfolio and reorganizes the company with immediate effect. Shifting from a product-based towards a capability-based organization enables a culture of efficiency, innovation and collaboration, with the goal of bringing cutting-edge solutions to the market faster. This will maximize cross-product synergies and focus investments on delivering maximum value to users of Vegas, Sequoia/Samplitude, Music Maker and Magix content.

To spearhead this shift in product strategy, Magix is pleased to announce the appointment of Jeffrey Krebs as Chief Product Officer (CPO) across all products, with the product leadership team reporting directly to him. Jeffrey brings a wealth of experience in the technology industry, having held leadership roles at several global tech companies, including Avid Technology, Eyeon Software, and Blackbird. Throughout his career, he has been instrumental in driving product innovation, growth, and customer success.

Jeffrey comments on his new role, ”I am thrilled to be joining Magix and working with the development teams on its world-class video editing environment, Vegas Pro, and professional audio editing and mastering solution, Sequoia/Samplitude and the #1 downloaded DAW Music Maker. The company's dedication to innovation and customer-centric approach aligns with my vision for the future of digital content. I am eager to contribute to the mission of democratizing audio and video creation, and I look forward to delivering cutting-edge solutions that empower creative minds around the world.“

”We are excited to welcome Jeffrey to the Magix family and are confident that his leadership and vision will help us deliver on our ambitious goals.“ says Denis Burger, CEO of Magix Software GmbH

”Our new strategy and vision will empower all users to unlock their full creative potential and to achieve high quality audio and video editing fast and easily. With Jeffrey's guidance, we look forward to accelerating our product innovation and driving customer success across the globe.“

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