



Birkan Özkan joins portatour® as the new Head of Sales

Years of sales expertise meet smart route planning

The experienced sales professional takes over leadership of the sales organization at the leading provider of automated field sales planning and is set to further accelerate its growth trajectory.

VIENNA, March 24th, 2026 - portatour®, the leading software for automated route planning and territory optimization in field sales, announces the appointment of Birkan Özkan as Head of Sales. The 38-year-old Vienna native brings more than 15 years of sales experience and will actively shape and further accelerate portatour®'s international growth trajectory.

Seasoned sales professional with years of experience in the tech industry

Birkan Özkan has built an impressive career in the technology sector. During his time at Microsoft, he held roles in channel marketing and field sales, where he was responsible for trainers, teams, and regions across the DACH market for several years. After moving to Adobe, he took on a leadership role in sales for the Digital Experience segment, supporting enterprise clients in their digital transformation. Most recently, he worked at Oracle, where he led sales for Fusion Cloud Applications, overseeing the acquisition and management of major accounts while further deepening his expertise in customer experience.

Field sales in transition – efficiency as a strategic advantage

Field sales teams are under significant pressure today: rising costs - from fuel prices and travel expenses to personnel costs - are forcing companies to use their resources more intelligently. At the same time, expectations for sales teams are increasing, with the need to serve more customers in less time. "This is exactly where portatour® comes in," explains Özkan. "The solution helps companies deploy their field sales teams as efficiently as possible, which directly translates into higher revenue and improved customer satisfaction."

Proactive growth in selected industries and markets

As Head of Sales, Özkan takes responsibility for a strong and motivated sales team and is driving a proactive, outbound-focused go-to-market approach. The focus is on selected industries and markets where portatour® already has a strong track record. Notable customers include international companies such as McCain, PepsiCo, Lindt, Sonax, and Queisser Pharma.

Quotes

"What particularly appealed to me about portatour® was the opportunity to work at a software company driving innovation from my hometown of Vienna. The close collaboration with both the founder and the developers gives me insights and perspectives I've rarely experienced in this way before."

– Birkan Özkan, Head of Sales, portatour®

"portatour® has been growing at a double-digit rate year after year—driven by strong inbound sales and a solution that clearly resonates in the market. Now is the right time to strategically leverage this momentum in outbound sales as well. With Birkan Özkan, we've brought exactly the right expert on board to do so."

– Matthias Grünberger, CEO, portatour®

About impactit and portatour®

impactit GmbH was founded in Vienna in 2007 and has been part of the Solvares Group since 2021. portatour® creates route plans for field sales force at the touch of a button. Thanks to automatic suggestions for customer calls, more customers are visited with portatour® and fewer kilometers are driven. The web application is just as suitable for self-employed sales representatives as it is for international corporations and in all industries with field sales force.

Another product from impactit GmbH was finally launched at the end of 2022. portatour® Territory Optimization facilitates territory planning and optimizes existing territories. portatour® is a SaaS solution developed with love and passion by the team at impactit GmbH in Vienna.

More info: www.portatour.com

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Press contact: Markus Bernel
press@portatour.com | www.portatour.com