

## **‘Dual Brains. Wanted.’ – Native Instruments Launches Major Recruiting Campaign and New Online Career Center**

**Manifesto video presents the company’s work and design ethic, new ‘Career Center’ website section provides convenient job search**

Berlin, April 24th, 2012 – Native Instruments has just launched a major recruiting initiative that comprises both a comprehensive advertising campaign and a highly functional new online careers section. “It’s the unique people at NI that shape our products and define what this company is all about”, comments Native Instruments’ CEO Daniel Haver. “This is why we treat recruiting with the very same dedication that we already put into our products”. The goal of this exceptional initiative is to find the very best candidates for the numerous open positions available at the company’s Berlin and Los Angeles offices, covering various departments and disciplines.

The new NI recruiting campaign uses the slogan ‘Dual Brains. Wanted.’ to convey the dual nature of Native Instruments’ business. It refers to the necessity of both logical and creative skills across all positions – a key factor that enables the company to create and market their highly innovative, integrated digital music products efficiently. “Native Instruments is not only a company, but a mindset, in which creative passion and enthusiasm for music and technology meets with highly professional skills and attitudes”, Daniel Haver explains. Spearheaded by a manifesto video representing the work and design ethic of the company, the campaign also features worldwide print and online advertisements. It was created in cooperation with the leading creative agency M&C Saatchi.

Complementing the campaign, a sophisticated new ‘Career Center’ section on the NI website allows users to easily find the most relevant job opportunities. After three years of continuous major growth and now counting over 300 employees of more than 25 nationalities, Native Instruments is continually looking for talented individuals in various disciplines. There are currently over 30 open positions, with particular focus on product design, software and hardware development, and project management.

The NI Career Center and manifesto video are available at:

<http://www.native-instruments.com/careers>

A digital press kit including picture material is available at

[www.native-instruments.com/press.info](http://www.native-instruments.com/press.info)

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**About Native Instruments**

Native Instruments is a leading manufacturer of software and hardware for computer-based music production and DJing. The company's mission is to develop innovative, fully integrated solutions for all professions, styles and genres. The resulting products regularly push technological boundaries and open up new creative horizons for professionals and amateurs alike.

Native Instruments opened up the fascinating world of real-time sound synthesis on standard computers in 1996, and today offers an extensive product range for musicians, producers and DJs. The company currently employs around 300 people in its two offices in Berlin and Los Angeles, and works closely with more than 40 international distribution partners to ensure its future growth and success.