Metaroom expands leadership team: Dirk Böckstiegel takes over Business Development

Salzburg, August 28, 2025 – Metaroom, the leading platform for space digitization, has created the new position of Global Head of Business Development. With Dirk Böckstiegel, an experienced industry expert is joining the company to drive strategic partnerships and expand international markets.

Dirk Böckstiegel brings more than two decades of experience in business development and digital transformation. As a long-standing board member at Palette CAD AG, he headed the Business Development division and played a key role in the company's expansion and in establishing digital solutions for interior design. Prior to that, he worked as an entrepreneur and consultant and has built a strong network across architecture, trade, and the construction industry.

"By bringing in Dirk Böckstiegel, we are gaining a leader who combines strategic vision with hands-on industry expertise. His experience in building markets and partnerships will be instrumental in further establishing Metaroom on the international stage," says Martin Huber, CEO of Amrax, the company behind Metaroom.

Böckstiegel himself adds: "Metaroom has set an impressive technological standard in a very short time. I see great potential to expand the platform internationally and to actively shape the digitalization of planning and point-of-sale processes in retail, crafts, and showrooms."

With this newly created role, Metaroom underscores its growth strategy and its ambition to set new standards as an enabler of digital workflows in architecture, construction, retail, and trade worldwide.

About Metaroom by Amrax
Amrax, the company behind Metaroom, specializes in AI-powered 3D scanning technologies and provides accessible tools for spatial digitization. Its flagship product Metaroom is revolutionizing the way buildings are scanned and modeled, enabling a smarter and more connected world. The platform supports 30+ export formats and optimized interfaces. More information: www.amrax.ai