

Media Release

AdNovum expands its Marketing and Sales Organization

Zurich, November 6, 2018 – The Swiss software company AdNovum expands the organization of marketing and sales as well as consulting and thus lays the foundation for further growth in its core markets. The two divisions have been managed separately since the beginning of October. In addition, marketing and sales will be strengthened by hiring additional sales experts with industry knowledge in finance, insurance and government.

Peter Gassmann, who was responsible for account management, business development and marketing as well as for consulting as Chief Commercial Officer, has been focusing on consulting management since the beginning of October as Chief Consulting Officer. Andreas Lautenschlager takes over responsibility for marketing and sales as Executive Director. The marketing and sales team is reinforced by additional key account managers with industry knowledge in finance, insurance and government. With the expansion of marketing and sales, AdNovum lays the foundation for further growth in German- and French-speaking Switzerland.

Andreas Lautenschlager has many years of experience in setting up and managing sales organizations. The holder of a degree in business information technology has been providing AdNovum with advisory services since May of this year. Previously, he served as Head of Strategic Business Development at the Netcetera Group for four years. From 2012 to 2014 Andreas Lautenschlager was Director of Business Development at IBM. Prior to that, he spent 16 years in various management positions at Siemens.

Chris Tanner, CEO AdNovum: «With the expansion and separate management of marketing and sales as well as consulting, we will be able to cope with the growth and be able to continue our industry focused approach. We are convinced that the new setup will allow us to further strengthen our position in our core markets.»

Andreas Lautenschlager, Executive Director Marketing and Sales: «I thank AdNovum for their confidence and I look forward to advancing the company with the marketing and sales team. We want to focus AdNovum's service portfolio more strongly on industry-specific customer benefits in finance, insurance and government, thereby opening up new customer segments.»

AdNovum

The Swiss software company AdNovum offers its customers comprehensive support in the fast and secure digitization of existing business processes and the implementation of new business ideas from consulting and conception to implementation and operation. The NEVIS Security Suite with their products is market leader for identity and access management in Switzerland. AdNovum's customer base includes renowned companies from the finance, insurance, telecommunications, manufacturing and logistics industry as well as several federal offices and cantons.

Founded in 1988, AdNovum today employs over 600 staff at its headquarters in Zurich and offices in Bern, Lausanne, Budapest, Lisbon, Ho Chi Minh City and Singapore.

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Photos

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