

BSI launches innovation drive in the DACH market with Nicole Becker

Nicole Becker, sales strategist with many years of experience in the software industry to assume the position of Chief Sales Officer at software company BSI

Baden, September 14, 2021 – **BSI, the software company for CRM and CX, has brought on board Nicole Becker to further expand its market leadership as a CRM and customer experience (CX) provider in the core sectors of banking, insurance and retail and increase its focus on the German and Austrian markets. As the Chief Sales Officer (CSO), Nicole Becker, an experienced IT manager, will lead the sales organization and, together with the management team, will define the company’s strategic direction. Her vision for BSI sales reads like a challenge to BSI’s competitors in the CRM and CX environment: to expand the company’s market leadership in its core industries, drive the SaaS model forward, take innovative products to market faster and establish a partner sales organization.**

Nicole Becker has more than 20 years of experience in the tech industry, including at SAP and at Lana Labs, a tech startup. She is an innovation evangelist and proven transformation expert and believes in the power of customer proximity. It was not only this value orientation that brought her to BSI but also the perfect fit between her expertise and BSI’s strategic alignment. “As a transformation driver, I value agile companies with innovative products and drive. And that is exactly what I recognize at BSI. What appealed to me about the position of Chief Sales Officer was the opportunity to drive the company forward in its growth process together with a strong team. In particular, I look forward to developing more outside-in perspectives in the business and making exceptional customer experiences tangible with a strong ecosystem,” says Nicole Becker.

Markus Brunold, CEO of BSI, is delighted with the new addition to the team: “With Nicole Becker, we have found exactly the right person to carry our growth strategy forward consistently and continue on our path with Capvis. Together and for the benefit of our customers, we will be working relentlessly on the BSI Customer Suite expansion, on the industry cloud and the partner ecosystem. Along that path, the cultural proximity to our customers, our in-depth industry know-how and the high degree of BSI’s integration capability will continue to be our focus.”

Career highlights – Nicole Becker, transformation expert and sales strategist

After graduating from university and earning an MBA in Global Business, Nicole Becker's path took her from software company Seeburger to SAP, where she worked for more than twelve years. In her most recent position there, as the Senior Sales Director, she led the service business in the second largest industry sector and managed a sales organization of more than 45 employees. She then joined the technology startup Lana Labs, which provides software for the AI-supported analysis of business and production processes. At Lana Labs, Nicole Becker held the position of Vice President Sales & Partner Management until Appian acquired the company.

An ambitious sales strategy for BSI: SaaS, partner sales, a strong ecosystem

Nicole will now bring both her corporate experience and expertise gained in the highly dynamic startup environment to software company BSI and its sales organization. Her objective is to energize the innovation process to take market trends to customers even faster. There will also be a stronger focus on the German and Austrian markets. "The most critical elements are already in place: first-rate products for lead and customer management, solid customer references and a team with top-level expertise. Now we have to strengthen BSI's market leadership in banking, insurance and retail in the DACH market." Outlining what is ahead, Nicole Becker adds, "We are also looking at other industries, such as utilities & energy."

When asked about her sales vision for BSI, she explains: "BSI is one of the top players in Europe with a strong community, a solid sales partner network and consistent customer orientation. We will be investing in our product portfolio through acquisitions and a continued strong focus on product development. We will be working tirelessly to break up department, industry and country silos to facilitate seamless customer journeys and promote communication between customers, partners and companies in the CRM and CX communities. BSI is an integrated provider and innovation driver in customer data and experience management."

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About BSI

Impress your customer – that's the promise we make. With its BSI Customer Suite, the software company BSI provides a comprehensive zero-code platform to digitize the customer relationship. With solutions for Customer Relationship Management (CRM), Customer Experience (CX), Data Management (CDP), customer insights and artificial intelligence (AI), BSI helps companies delight their customers in real time along the entire customer journey. Thus, marketing, sales and service teams have everything they need for cross-channel, automated and personalized customer communication. BSI provides powerful solutions to the retail, banking and insurance industries based on its many years of industry expertise. All solutions are component- and cloud-based. Established in 1996, the company now has eight locations in Germany and Switzerland. BSI is organized as a network without hierarchies, an organizational structure for which it has already won several employer awards. BSI customers include market-leading companies in Europe. Visit bsi-software.com for more information.