curexus news

curexus appoints sales expert and business strategist Dr. Jürgen Wolf to the Board of Directors

Nuremberg, April 2018 – The CRM consultancy curexus is expanding its board of directors effective April 2018. Dr. Jürgen Wolf is to become the second managing partner, alongside managing partner Susan Pache, and will be responsible for sales and partner management.

As one of the leading customer relationship management (CRM) consultancies in the German-speaking world, curexus GmbH is strategically preparing for a sustainable growth strategy by expanding its board of directors. Dr. Jürgen Wolf, who became a curexus shareholder in October 2017, will become a managing partner and assume responsibility for sales and the expansion of partner management in the company. Because of his vast entrepreneurial experience, his long-time sales expertise and his broad network, Dr. Wolf is the ideal partner to lead curexus successfully into the future together with Susan Pace.

"I am very pleased that, with an experienced entrepreneur joining me as managing partner, we will continue to move ahead with the expansion of curexus. Dr. Jürgen Wolf possesses many years of management and consulting experience in all aspects of customer management. Customers appreciate his helpful support in defining strategies, followed by his goal-oriented design of implementation plans. In the era of digitalization, it is more important than ever to develop customer-focused business models, based on an integrated approach to customer management, throughout the customer's entire journey," said managing partner Susan Pache.

Dr. Wolf has been an entrepreneur for almost 30 years and has focused mostly on sales and growth strategies in several different companies. Furthermore, he has also served on supervisory and advisory boards in various capacities for more than ten years and has been working as management consultant since 2006.

After completing his studies in industrial engineering and management at the University of Applied Sciences in Darmstadt, Dr. Wolf began his career at Bertelsmann AG in 1989, where he held various management positions in the print and publishing business, with a focus on direct marketing, for over ten years.

Later, Dr. Wolf became a partner and chairman of the board of the GHP-Group in Bamberg, which under his leadership became one of the leading European marketing service providers with sales of € 250 million and more than 3,000 employees in ten countries within ten years.

Before starting at curexus, Dr. Wolf was managing director at the Dessign GmbH group of agencies for five years, where he focused on providing marketing and sales strategy consulting as well as on the optimization of customer management, particularly for upmarket German SMEs.

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About curexus GmbH

Your partner for modern customer management
As a leading consultancy for all aspects of customer management in the German-speaking world, curexus specializes in the optimization of customer-oriented corporate governance and KPI management. Drawing upon its vast expertise in strategy and business process consulting, data management, CRM systems implementation and managed services, curexus is an all-in-one partner for the digitalization era. curexus has been supporting its customers as a competent partner from strategy development to successful implementation for more than 20 years.

Excellent partnerships
curexus is a partner of leading software vendors such as Salesforce, Ab Initio, Aurea, Oracle, SAP and Uniserv and has been a provider of cloud CRM solutions from the very beginning. In addition to offering traditional on-premise CRM solutions, curexus also offers long-time expertise in software as a service solutions that make it possible to immediately establish an affordable, technically outstanding CRM foundation.

For more information, visit www.curexus.com.