

## curexus news

### **curexus GmbH – Change of shareholder structure**

*Nuremberg, October 2017 - curexus, comprehensive consultancy for customer management, enlarges its shareholder structure from October 2017.*

**curexus has been supporting its customers in all aspects of customer management for more than 20 years.**

**With its long-standing core competencies in strategy and business process consulting, data management, CRM system implementation and managed services, curexus is an all-in-one partner for its customers in the era of digitalization.**

Effective October 1<sup>st</sup> 2017 curexus has two new shareholder. Apart from Susan Pache, who has been a shareholder of curexus GmbH since end of 2007 and who still keeps on holding 50% of the company's shares, now is being joined by Dr. Jürgen Wolf with Wolf Consulting GmbH and Carl Rainer Finck with Casa Holding GmbH, both becoming shareholder of curexus GmbH and each holding 25% of the shares. Thomas Zeller, hitherto managing partner, has left the company due to private reasons effective October 2017.

"I am very pleased to further strengthen curexus' position in the market of consultancies for digitalization by this joining of entrepreneurial forces and successfully continuing the 1995 started company history, now with an enlarged shareholder structure," said Susan Pache, shareholder of curexus GmbH.

Dr. Jürgen Wolf and Carl Rainer Finck will add decades of entrepreneurial experience to the company. Dr. Wolf will support curexus' customers in strategy advisory in all aspects of customer management and will also be active in customer acquisition for curexus. Carl Rainer Finck will get involved in the field of company organization.

Susan Pache will continue to carry out her duties as managing partner.

### **A comprehensive solutions portfolio in the context of digital transformation**

curexus customers clearly benefit from the fact that curexus is the one single source than can meet all of their needs for comprehensive consulting services in all aspects of customer management, starting from strategy development to implementation. After all, customer management requires far more than just implementing or optimizing CRM software, but starts with developing a comprehensive market and customer strategy, followed by defining concerted and specific implementation measures, e.g. the introduction of a CRM system.

curexus will particularly focus on digital transformation of customer management and of accompanying customer processes. Therefore, curexus will establish integrated service offerings at its customers to meet the rising demand for integrated consulting and implementation services in sales, marketing, service and data management (including cloud-based services) as well as managed services.



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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.

With its long-standing core competencies in strategy and business process consulting, data management, CRM system implementation and managed services, curexus is an all-in-one partner for its customers in the era of digitalization. curexus has been supporting its customers as a competent partner from strategy to successful implementation for more than 20 years.

#### **Excellent Partnerships**

curexus is a partner of leading software vendors such as Aurea, Oracle, Salesforce, SAP and Uniserv and has been a provider of cloud CRM solutions from the very beginning. In addition to offering traditional CRM on-premise know-how, 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.

[www.curexus.com](http://www.curexus.com)