

curexus news

curexus GmbH – Enlargement of shareholder structure

Nuremberg, January 15, 2016 - curexus, one of the leading customer relationship management (CRM) consultancies in the German-speaking world, is strengthening its team by adding a new managing partner, thus continuing its consistent strategy of future-oriented growth.

The CRM consultancy curexus has been pursuing a strategy of sustainable growth in the strategic business segment CRM in the German speaking world for more than 20 years. Acquiring an additional managing partner is an expression of this long-term objective. With its long-standing core competencies in CRM strategy and business process consulting, systems implementation, and IT service and data management, the company is well positioned to continue on this successful course.

“I am very pleased to further strengthen curexus’ position in the market by this joining of entrepreneurial forces and continuing the company’s consistent strategy of future-oriented growth,” said Susan Pache, who, with 100% of the shares, had been the sole shareholder of curexus GmbH since 2007. Pache is being joined by managing partner Thomas Zeller, who now holds 50% of the company shares.

As a managing partner, Thomas Zeller will be responsible for sales, key account and partner management as well as for operations. He is thus taking over the areas that had previously been managed by Veit Brücker. Managing partner Susan Pache will continue to lead HR, finance, internal organization and marketing.

Veit Brücker will leave curexus after a transitional period lasting until mid-February. His career is taking him to a position of responsibility at one of our partner companies, so that we may also look forward to joint activities with him in the future. At this time, we wish to thank Veit Brücker for the years of good collaboration based on mutual trust.

Thomas Zeller brings with him 25 years of sales, consulting and project experience in ERP, CRM and BI solutions for small and medium-sized enterprises, 17 years of which were as managing partner of a medium-sized consultancy. These were followed by positions as executive board member responsible for operations at Qurius Deutschland AG and at Prodware Deutschland AG, each subsidiaries of a parent company with operations across Europe. “The exceptional expertise and motivation of curexus GmbH’s employees are the basis of the success that the company has achieved and represent the best possible conditions to meet the market’s unbroken demand for CRM consulting - efficiently and in accordance with to contemporary standards. That is why I am looking forward to working with Susan Pache and the employees of curexus,” said Thomas Zeller, new co-partner at curexus GmbH.

A comprehensive CRM solutions portfolio in the context of digital transformation

curexus customers – especially those from small and medium sized companies – clearly benefit from the fact that curexus is the one single source than can meet all of their needs for comprehensive CRM solutions and consulting services “from strategy to IT”. After all, customer management requires far more than just implementing or optimizing CRM software.

Next year, the focus will be on expansion of the CRM solutions portfolio in the context of digital transformation in the cloud era. curexus will establish integrated service offerings to meet the rising demand for consulting in sales, marketing and services (including cloud-based services) as well as business intelligence, data management and IT services.



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About curexus GmbH

Your CRM partner from strategy to IT

As a leading customer relationship management (CRM) consultancy in the German-speaking world, curexus specializes in the optimization of customer-oriented corporate governance and KPI management. curexus has been supporting its customers as a competent partner from strategy to IT for more than 20 years.

As a long-time CRM service provider, curexus is very familiar with a comprehensive approach to CRM consulting. Customers' individual needs, the thorough and rigorous definition of processes related to those needs, and the transparent definition of these customer acquisition and service processes form the foundations upon which the best customer-oriented management systems are built. Drawing upon its vast expertise, curexus also vigorously supports its customers in addressing key tasks such as data quality, CRM system implementation, IT infrastructure and system support and operation.

Excellent Partnerships

curexus is a partner of leading software vendors such as Aurea, Oracle, Salesforce 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.

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