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ECM vendor appoints experienced sales expert and market specialist to management team

SER names Stefan Zeitzen as new Chief Sales Officer

(July 3, 2019 – Berlin) Stefan Zeitzen — a sales specialist with a strong international background — joins the SER Group as its new Chief Sales Officer (CSO). As a global leader for enterprise content management solutions, SER is pleased to announce the latest addition to its management team. Zeitzen will provide important impetus for the company's ongoing growth and expansion.

Stefan Zeitzen brings a wealth of sales experience and extensive business software expertise to his role as the new CSO of SER. In a career spanning stops in technology, marketing and sales, the 55-year-old manager has learned the sales business from the ground up — eventually working his way up to the senior management level.

Most recently, Stefan Zeitzen was Vice President of the Automation business unit at Computer Associate (CA) Technologies in EMEA. Prior to that, he worked for the Austrian software company Automic/UC4 as Senior Vice President Sales & Services EMEA. The company was taken over by CA in 2017. Zeitzen began his career as a Sales Manager with the US network specialists, Novell.

"We are delighted to welcome top manager Stefan Zeitzen to our team," says Sven Behrendt, SER's Chief Operating Officer. "His appointment as CSO sets the course for continued growth at SER." Zeitzen says his primary goals are "to increase software revenue, part of which will involve entering new markets for SER, and to secure our revenues from consulting services."

In his role as CSO, Stefan Zeitzen will be building on the SER Group's innovative solution portfolio — one that boasts a proven track record and is used daily by over one million users worldwide. The Doxis4 ECM platform offers easily combinable content services that can be deployed both on-premises and from the cloud. The Doxis4 architecture is the ideal basis for ECM, BPM and collaboration solutions, thanks to its agile content services architecture, integrated AI functions for intelligent information management, and flexible operation and integration options. Mid-sized companies, large corporations, the public sector and organizations alike benefit from uniform document management and greater business process efficiency.

Stefan Zeitzen is enthusiastic about working with the SER team: "SER's product, its closeness to customers and innovativeness — I'm so impressed. This job is the

perfect fit for me: SER is somewhere I can really make an impact, put ideas into practice and encourage the people around me — all the things I enjoy most about my work."

About the SER Group

SER is a leading vendor of the enterprise content management market and one of the top five software-only ECM vendors in the world. With over 2,000 projects, more than one million users work daily with enterprise content management solutions from SER. For almost 35 years now, SER has been supporting mid-sized companies, corporations, the public sector and organizations from a wide range of industries with its high-performing ECM software and in-house professional services. With a team of around 550 employees, the SER Group operates out of 22 locations across the globe. More information: www.ser-solutions.com

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