

Press Release

# Ken Ogenbratt Joins ecovium as New Chief Financial Officer

## Expertise in the SaaS Sector Paves the Way for Seamless Integration of Innovation and Proven Technology

**07.09.2023, Neustadt am Rübenberge.** ecovium Holding GmbH is delighted to announce the appointment of Ken Ogenbratt as the new Chief Financial Officer (CFO) and second managing director alongside CEO Jörg Jung. He succeeds Daniela Ventura, who is moving on to new challenges.

Ogenbratt joins ecovium from Searchmetrics GmbH, a leading provider in the SEO and content marketing sector, where he worked since 2015, including three years as CFO. In this role, he was instrumental in the successful sale of the company to US competitor Conductor LLC earlier this year. Prior to his tenure at Searchmetrics, Ogenbratt held leadership positions at the reselling platform momox SE and management consulting firm EY.

"Ken brings an impressive blend of financial expertise, customer focus, and deep understanding of the SaaS business," said Jörg Jung, CEO of ecovium. "His knowledge in strategic planning, corporate transformation, and process optimization, coupled with a proven leadership background, will assist us in accelerating our successful growth trajectory. Our customers will immensely benefit from the continuous development and enrichment of our products and services."

With the appointment of Ken Ogenbratt, ecovium reaffirms its commitment to SaaS solutions as a forward-thinking extension to its well-established on-premise software portfolio.

"It is an exciting time to join ecovium, and I am very much looking forward to my new role," said Ken Ogenbratt. "Our ambition is to establish a business model that is both resilient and sustainable, offering individual and flexible solutions to our clients in the logistics sector. We recognize the proven strengths of our on-premise solutions and view the integration of the SaaS model – known for its rapid innovation cycles and significant scalability potential – as a natural evolution. This approach will further solidify our position as a leading provider of sustainable and innovative supply chain solutions."



### **About ecovium**

ecovium is a preeminent provider of logistics IT solutions, offering an expansive range of products and services that encompass the entire logistics supply chain. The company is devoted to developing intelligent technologies that substantially contribute to optimizing logistics processes, boosting energy efficiency, and prudent resource management. With its comprehensive and integrated solutions, ecovium assists clients in enhancing the efficiency, sustainability, and cost-effectiveness of their operations.

For more information, please visit [www.ecovium.com](http://www.ecovium.com).

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