

**Press Release**

Stuttgart, 15.10.2019

**parsionate Group establishes advisory board of leading experts**

**STUTT GART, 15.10.2019.** The parsionate Group, headquartered in Stuttgart, Germany, has set up an advisory board, thus paving the way for further growth and expansion. Three top executives have been supporting parsionate's management since July 2019. "With Verena Fink, Prof. Dr Rupert Felder and Dr Roger Kehl, our company benefits from a first-rate team of experts." We are extremely pleased to have gained three such outstanding advisory board members," said Thomas Sperrfechter, who, together with Michael Fieg, is managing director of the group.

The new board consists of the following members:

Verena Fink, founder and managing partner of the strategic consulting firm Woodpecker Finch, can draw on extensive experience in management positions in the retail/e-commerce, media and FMCG sectors. There, she worked in the area of sales/operations, Customer Experience / CRM and Social Media / Marketing Communication, most recently in the management of the German subsidiary of the US QVC Business Group, a global best-in-class company with innovative Social Commerce strategies. Prior to that, she was the spokeswoman of several companies and departments for many years, such as the multichannel trading for OTTO Group and QVC, the music TV business for VIVA Media AG and MTV Networks Europe and the FMCG industry for consumer goods manufacturer Hengstenberg.

Prof. Dr Rupert Felder has been working as Head of Human Resources for the Heidelberg Group since February 2012. The global provider of solutions for the printing industry employs around 11,500 people and is one of the pioneers of digitisation in the industry. Before joining Heidelberg, Felder held various operational and strategic positions for the Daimler Group in Rastatt, Stuttgart and Mannheim, most recently as Head of Human Resources at the Mercedes-Benz Bus Factory in Mannheim. He holds a PhD in law and is an Honorary Professor at the RheinMain University of Applied Sciences. He is also vice-president of the "Bundesverband der Arbeitsrechtler in Unternehmen" (Federal Association of Labour Lawyers in Companies - bvau.de), which was founded in April 2013. The "Personalmagazin" has ranked him among the 40 leading Human Resources managers in Germany four times in a row in 2013, 2015, 2018 and again in 2019.

Dr Roger Kehl is Global CIO and Member of the Executive Committee of Festo AG & Co. KG, a global market leader in the field of process automation. In his role as Global CIO, he has been instrumental in driving the company's digital transformation and transforming Festo IT into an agile, innovative organisation that contributes significantly to growing the value of the entire Festo organisation. Computerwoche and the CIO Magazine recognised his strategic work in the areas of digitalisation, Industry 4.0 and the Internet of Things when they named him "CIO of the Year 2016" in the category "Large Enterprises." Before joining Festo, he held senior management positions at the IT service provider Atos and Siemens IT Solutions & Services. Dr Kehl gained extensive experience in manufacturing at various companies, including Siemens (SIS) as Global Head - Automotive Industry and later as Manufacturing Industry Head. At the beginning of his career, Dr Kehl worked for leading consulting companies.

"Managing the rapid growth of our business is one of the most challenging tasks. We look forward to working with our newly-formed advisory board," said Michael Fieg. "Data & Analytics is one of the hottest topics on the business agenda of large and medium-sized companies. It covers areas such as data management, data quality and governance as well as analytics and AI. More and more companies view data and the resulting business models as a strategic asset."

The parsionate Group is one of the fastest-growing consulting firms for Master Data Management in Europe. Analysts list the company as one of 20 top consulting specialists in Gartner's "Global Market Guide for MDM External Service Providers". The report identifies leading global master data experts with a proven track record of providing excellent strategic, tactical and operational support to businesses.

### **parsionate group**

Digital transformation is changing markets, consumer needs and the way value is created. parsionate Group, with its headquarters in Stuttgart and offices in Hamburg and Amsterdam (NL), supports European businesses in implementing their transformation strategies. It suggests appropriate data management concepts and implements them based on state-of-the-art standard software. Experts offer comprehensive consultancy and professional knowledge in implementing leading software solutions. Our team comprises some of the leading consultants for e-commerce, omnichannel and Master Data / Product Information Management (MDM/PIM) as well as system architects and technical consultants.

**For more information visit** [parsionate.com](https://www.parsionate.com) and follow parsionate on social media:

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