

## Press Release

### **JobRouter AG extends partner strategy**

*Intensification of partner-first strategy / New customer business thanks to strategic partnerships with leading management and digitization consultancies such as PwC Germany / Experienced digitization expert expands JobRouter management*

**Mannheim, March 04, 2021** – JobRouter AG, manufacturer of the eponymous low-code digitization platform JobRouter, is expanding its business model in the first quarter of 2021 business model and is intensifying the expansion of the Strategic Alliances. Through the cooperation with leading management and digitization consultancies such as PwC Germany, the aim is to reach targeted customers in the enterprise segment are to be reached. The position of Head of Strategic Alliances Dirk Zweydingler has been responsible for the position since March 01, 2021. As a specialist for the planning, and optimization of comprehensive digitization strategies in large and small and small teams, he will bring his many years of experience to this new branch of the company. His previous position as Head of Professional Services will be filled by Ingo Janson. Both report directly to Marcus Nagel, Co-CEO of JobRouter AG.

Since the foundation of JobRouter AG, the company has relied on the advantages of indirect sales via a strong partner network. The partner-first approach enables the company to address a broad customer base, which includes both smaller as well as companies with large numbers of employees in the upper midmarket. medium-sized businesses. These form the core of the customer business.

#### **Strategic alliances strengthen partner-first strategy**

The Strategic Alliances represent the consistent further development of this Partner First strategy and combine the know-how of the consulting experts with the practical solutions offered by the JobRouter platform for process automation.

"For us, the establishment and expansion of alliance partnerships, in addition to the further partner channel, which has grown with exemplary success since 2003, is a

fundamental elementary pillar in our corporate development strategy. For this reason we wanted an experienced colleague to take on this new task, who knows the technology as well as our partners. I am very pleased that we have Dirk Zweydinger, a colleague who has been with JobRouter for many years. who brings this expertise from countless projects and was enthusiastic about our idea from the very and was enthusiastic about our idea of further expanding this area from the very area," says Marcus Nagel, Co-CEO of JobRouter AG, confirming the internal change.

As of March 01, 2021, Dirk Zweydinger has taken over the management of the business unit and will strategically expand it. The aim is to establish new partnerships, consolidate existing ones and establish the JobRouter platform in the enterprise segment.

"I have now been working with the JobRouter platform in the consulting environment for around 16 years and therefore know the software's capabilities very well," confirms Dirk Zweydinger, Head of Strategic Alliances. "In the past two years, I have managed the Professional Services division of JobRouter AG, so I know all about the requirements of our customers and partners as well as the challenges and possibilities of practical implementation in the project. I am still fascinated by how easy it is to implement processes with the JobRouter platform that initially appear very complex and complicated. In my new role, I hope to combine my knowledge with the expertise of our Alliance partners in such a way that potential users get their best digitization strategy."

The internal change also brings another change. Ingo Janson has occupied the position of Head of Professional Services since March 01, 2021.

## **Partner even better positioned in the future**

The exchange between partner management and the Professional Services and Strategic Alliances departments is to be further intensified. The reorganization thus ensures a qualitative further development of the previous model of providing all partners with sustainable support for their projects through the Professional Services department.

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## **About Dirk Zweydinger**

Dirk Zweydinger is Head of Strategic Alliances at JobRouter AG and has been responsible for expanding strategic partnerships with leading management and digitization consultancies since 2021. The goal is to establish the JobRouter digitization platform in the enterprise segment and to develop new customers and markets. The specialist for digitization strategies brings more than 29 years of expertise in IT consulting to the table.

The electrical engineering graduate has been working at JobRouter AG since 2015 and has held various positions in the consulting environment of the JobRouter platform. From 2018 to 2021, Zweydinger very successfully managed the Professional Services department within JobRouter AG. Prior to that, he was Head of Major Customer Services / Head of Major Customer Services for extensive and complex digitization projects for JobRouter customers. He built up his expertise in business process optimization and BPO (Business Process Outsourcing) at IT consulting firms such as Triaton GmbH or Hewlett Packard in the areas of sales, consulting, branch office and executive management. Thus, Dirk Zweydinger combines both commercial and consulting competencies in a comprehensive portfolio.

Dirk Zweydinger lives in Castrop-Rauxel, is married and has three children.

## **About Ingo Janson**

Ingo Janson is Head of Professional Services at JobRouter AG and has been responsible for managing JobRouter Software Consulting since 2021. He manages his team in terms of resource, project and budget planning, and prepares revenue forecasts and regular project evaluations. The goal is the analysis, automation and continuous optimization of digital business processes.

The graduate computer scientist (FH) and forwarding merchant has more than 22 years of experience in logistics and the IT consulting environment, predominantly in leading positions of small and large teams. He has been able to shape the majority of his career to date at two ERP manufacturers since 2005, most recently at oxaion from 2014, where he was employed as Head of Consulting and authorized signatory. There, Ingo Janson was responsible for the development of eight team leaders with 84 employees in the areas of consulting and customer development until 2021, as well as customer support until 2017. His expertise includes both performance measurement according to qualified KPIs and a good feel for market requirements and wishes on the part of partners, customers and subcontractors. This makes him the ideal link between customers and companies with regard to their digitization projects.

Ingo Janson lives in Oftersheim near Mannheim, is married and has a daughter.

## **About JobRouter**

JobRouter AG, Mannheim, is a globally active provider of digital business transformation solutions and manufacturer of a cross-industry low-code digitization platform for customers of all company sizes. Together with an international network of over 190 partners and its own offices in the UK, Turkey and the USA, JobRouter delivers to more than 1,500 customers worldwide. More details at [www.jobrouter.com](http://www.jobrouter.com).

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