

## GBTEC Drives International Growth with New CMO

**GBTEC welcomes Daniel Simon as its new Chief Marketing Officer (CMO). With over 20 years of experience in international marketing strategy, he will lead global marketing efforts, focusing on strengthening GBTEC's global brand recognition and expanding its successful go-to-market approach into new markets.**

**Bochum, Germany, February 18, 2025** - GBTEC, a leading SaaS provider in AI-driven business transformation, strengthens its management team with Daniel Simon as new Chief Marketing Officer. Since February 1, 2025, Simon has been leading the evolution of GBTEC's marketing strategy with a special focus on international expansion, brand positioning, and seamless marketing-sales integration.

### A globally experienced marketing strategist

Daniel Simon brings extensive expertise in branding, positioning, demand generation and performance marketing. Throughout his career, he has helped large companies to refine their brand, enter new markets, and promote sustainable growth at both global and regional levels. Passionate about building strong brand identities, he focuses on fostering trust and sustainable customer loyalty.

"I'm excited by the challenge of expanding GBTEC as an international brand and driving growth in new regions. With its industry-leading business transformation suite, GBTEC has already established a strong foundation – now it's time to scale this success globally. To achieve this, we need to further align marketing and sales while leveraging creative strategies to maximize our outreach and impact," says Daniel Simon.

### Marketing as the driving force behind GBTEC's global success

To expand international brand awareness, Simon relies on sophisticated account-based marketing (ABM) strategies, tailored demand generation programs, and the targeted use of artificial intelligence. Simon plans to further evolve GBTEC's marketing strategy with a forward-looking approach: "Our task in marketing is not only to achieve short-term results, but also to create a brand that remains relevant and top-of-mind for our customers in the long run. In other words, we think ahead

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and develop concepts that will unlock new growth opportunities for us in the years to come.”

## **GBTEC team is delighted**

Gregor Greinke, CEO and founder of GBTEC, welcomes the new addition to the team: “With Daniel Simon, we are gaining an experienced marketing expert whose strategic vision and passion for innovation will drive us forward. His expertise will help establish GBTEC as a global leader in AI-powered process and IT transformation.”

Natalie Bayram, Head of Marketing at GBTEC, is also looking forward to the collaboration: “Daniel's in-depth operational experience, combined with his strategic vision, is a great asset to our team. Together, we will continuously advance our marketing efforts, explore new communication channels, and enhance our brand's unique value.”

## **Personal commitment to growth and development**

With Daniel Simon's arrival, GBTEC sets another milestone in its internationalization strategy. As a former professional triathlete, Simon understands the importance of endurance and adaptability – qualities that also characterize his professional approach. His leadership style is built on openness, teamwork, and empowering his team members.

## **About GBTEC Group**

GBTEC is a leading provider of SaaS software in the fields of Business Process Management (BPM), Enterprise Architecture Management (EAM), Digital Process Automation (DPA), and Governance, Risk, and Compliance (GRC). The extensive product portfolio of GBTEC includes Business Process Design & Modeling, Process Execution, Process Mining, as well as Governance, Risk, and Compliance (GRC). The company is known for its modern and user-friendly products, which are based on no-code and low-code technologies and a state-of-the-art product platform. Customers also benefit from competent customer support and comprehensive training offerings. The products of GBTEC are used by companies of all sizes, from SMEs to Fortune 500 companies, as well as by public institutions. The company is headquartered in Bochum and employs around 300 employees at locations in the DACH region, Spain, Australia, the UK and the USA. For more information, see <https://www.gbtec.com/>.