



Bianca Triulzi is the new Head of Sales and Marketing at icon Systemhaus GmbH and CEO of ICON International Software Distribution and Services AG

[Stuttgart, 23 June 2014] – At the beginning of April 2014, Bianca Triulzi joined icon Systemhaus GmbH as Head of Sales and Marketing. This newly created position will expand the company's focus on providing end-to-end customer support and consulting services. In addition, Ms Triulzi was appointed Chief Executive Officer of ICON International Software Distribution and Services AG in May 2014 and as such has been responsible for business development in central and eastern Europe.



After completing a Business Information Systems degree, Ms Triulzi started her professional career as an SAP® Consultant for a medium-sized company. Clearly focused on customer and project management, she joined an IT consulting firm in 1995. From 2003, Ms Triulzi was a member of the executive board of cellent AG, managing several different offices and being mainly responsible for retaining and expanding the customer base.

After being made Head of Sales and Marketing at icon Systemhaus GmbH at the beginning of April 2014, Ms Triulzi has been working to further expand business with both new and existing customers. In order to improve support of existing customers and prospects in central and eastern Europe, her responsibilities were extended: since May 2014, Ms Triulzi has also acted as CEO of ICON International Software Distribution and Services AG headquartered in Vienna, Austria.

"I see great potential for further expanding our customer base – especially in the consulting and services sectors. Our correspondence solution DOPIx and our extended portfolio of services allows us to optimize communication processes with large international companies," says Bianca Triulzi. "In the growth market of Customer Communication Management, icon is very well positioned," she adds.

"Ms Triulzi's comprehensive experience with large customers and services environments allows us to continually expand our portfolio of services. This helps our customers to increase their competitive edge and provides them with unique selling points," says Andreas Schwegler, CEO at icon.

Uwe Seltmann, managing shareholder of the icon group and chairman of the ICON International supervisory board, adds: "Ms Triulzi's sales and marketing activities for icon and ICON International demonstrate our strong customer focus. Both customers and partners of ICON International will benefit from her experience and expertise."

icon press release

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About icon Systemhaus GmbH

icon Systemhaus GmbH has been offering comprehensive Customer Communication Management (CCM) solutions since 1995. The DOPIX CCM platform covers the complete range of high-volume, individually oriented, interactive and process-integrated functionalities - independent of hardware, operating systems, data formats and communication channels.

DOPIX is far more than just a solution for your correspondence. The DOPIX community is a strong network of outstanding experts. It consists of customers, partners and specialists working closely together to continue to improve DOPIX. icon Systemhaus GmbH employs about 115 highly qualified specialists in its Stuttgart headquarters. www.icongmbh.de

For further press enquiries, please contact:

Jochen Maier ◦ Phone: +49 711 806098-281 ◦ jochen.maier@icongmbh.de

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