



DOXEE: BOARD OF DIRECTORS STRENGTHENS GROUP ORGANIZATIONAL STRUCTURE

The new organization is entrusted with the goal of growing profitability through efficiency and transforming the Doxee Group into a European One Company

Modena, Oct. 10, 2023

The Board of Directors of **Doxee** (DOX: IM), a leading high-tech multinational company offering products in Customer Communications Management (CCM), Digital Customer Experience, and Paperless, met today and appointed new managers and assigned strategic roles to the top management of the Doxee Group in order to strengthen its executive team, which consists of founders Sergio Muratori Casali and Paolo Cavicchioli, in the Group's internationalization path toward countries in the DACH and CEE area.

The new organizational structure, which includes Infinica GmbH ("Infinica") acquired by the Group at the end of 2022, positions the Group as a European vendor in Customer Communications Management and Digital Customer Experience. From the fruitful integration between the two organizations, the process, which is nearing completion, establishes a single pan-European technology platform that is capable of supporting the development of partnerships aimed at satisfying market demands and also through indirect channels, as well as offering wide coverage, enabling countless and sophisticated use cases for delivering efficiency in digital communication processes and for improving the ESG objectives of customers in Italy, as well as in the DACH and CEE areas.

Within this framework and toward the strategic goal of becoming a leading European company of reference in CCM and CXM, the Board of Directors made a number of appointments and assigned roles to support the new organizational model.

Paolo Cavicchioli is entrusted with the role of leading and supervising the entire organizational structure, which includes the functions of Marketing, Revenue, Product Management, AFC, Operations, Technology and Research, and Corporate Services, with the mandate to complete the realization of the *One Company* integrated with Infinica and to guide business growth and expansion, including through the integration of the Marketing, Sales, and Product Management areas.

Sergio Muratori Casali will take on the role of supporting the Group Sales structure in order to strengthen the Group's ability to capitalize on new business opportunities.

The new organization will introduce the position of **Group Chief Revenue Officer**. **Michael Biechele** has been appointed to this role, and will assume responsibility for all Sales, Presales, and Customer Success Management activities in order to increase the effectiveness of the structure entrusted with revenue growth.



Michael Biechele has an MBA from Open University and a Bachelor's in Business Economics and Information Technology. He has held various business development roles in high tech companies, and most recently managed the Enterprise Sales Organization at Planview as Group VP for the Central & Southern Europe regions.

The Board of Directors confirmed **Herbert Liebl** as **Chief Product Management**. Liebl, founder and CEO of Infinica GmbH, will lead the Product Owner team with the goals of supporting the technology integration between Doxee and Infinica and strengthening the Group's position in the Tech Vendor market in the CCM and CXM sectors.

Herbert Liebl studied Technical Physics at Graz University of Technology and received a Master of Science degree in Physics from Tufts University in Boston, USA. After studying at Harvard University, he received a P.h.D. from Vienna University of Technology in Theoretical Physics. Before founding Infinica, Herbert Liebl previously served as Head of Technology, Austria and Hungary for GFT Technologies and as Managing Director at Qualysoft in Austria.

This press release is available at www.doxee.com and at www.1info.it

DOXEE

Doxee (DOX:IM – ISIN IT0005394413) is a multinational hi-tech company and a leading provider of products for Customer Communications Management (CCM), Digital Customer Experience and Dematerialization. We transform the Customer Experience using digital technologies that enable companies to communicate with their customers in an innovative, engaging manner. Doxee Pvideo® can be used to create personalized, interactive videos, to offer customers highly-engaging digital experiences. For more than 10 years, the company has invested 13% of its revenues in Research & Development, with the goal of ensuring technological excellence and reliability. In addition to our constant commitment to R&D, Doxee promotes a working environment where our young people highly educated and technologically skilled are the key to boost innovation from within. Doxee is a Benefit Corporation and innovative SME headquartered in Modena, and offices located in Milan, Rome and Catanzaro, Italy, and in Wien, Austria. It is also present in Germany, the Czech Republic, Slovak Republic and the United States. Read more at www.doxee.com

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