

BSI Software appoints Hilke Diepenbruck as CMO, continuing to drive growth

Baden, October 1, 2025 – Today, Hilke Diepenbruck embarks on her new role as Chief Marketing Officer (CMO) at BSI Software, the leading European CRM and CX software company. In her new position, she will continue to strategically advance the Swiss software company’s marketing and product positioning. In bringing Hilke Diepenbruck on board, BSI Software is staying the course with its solid growth path in the focus industries of banking, insurance, trade, and energy & utilities.

Diepenbruck, a graduate economist and experienced marketing strategist, has a wealth of experience in the strategic positioning of software and SaaS companies in international markets. Most recently, she held the position of CMO with responsibility for global marketing at Contentserv, a SaaS provider that is now part of Centric Software. Previously, she shaped brand perception at Stibo Systems, the Danish software company. Throughout her career, Diepenbruck has also worked for renowned agencies such as Springer & Jacoby, Serviceplan, and Palmer Hargreaves.

“Hilke Diepenbruck brings to BSI the ideal combination of an in-depth understanding of marketing, technology, and product design,” states Markus Brunold, CEO of BSI Software. “With her outstanding expertise, she is going to support BSI Software’s growth and market position as the leading European CRM and CR platform provider even more strongly.”

Hilke Diepenbruck, too, is looking forward to her new position: “BSI Software combines technological excellence, poise, and in-depth expertise in its focus industries – in my view that’s a unique combination in the software landscape. It is now time to further expand our solid position as the Number One in Europe, continue the focused growth of the BSI Software brand, and inspire and delight customers throughout Europe with our state-of-the-art, AI-powered CRM and CX platform.”

BSI Software supports companies in the banking, insurance, retail, and energy & utilities industries as their trusted CRM/CX partner. Combining innovation and regulatory security, the company is establishing itself as the leading European alternative to US platforms. BSI Software’s customers include well-known companies such as ADAC, Hornbach, Techem, PostFinance, Raiffeisen Banking Group, and Signal Iduna.

Press contact

BSI Software Deutschland

Lübecker Str. 128, DE-22087 Hamburg

presse@bsi-software.com

www.bsi-software.com