

New addition to BSI Software: Sebastian Pitzler represents a stronger focus on AI as a growth and efficiency driver for customers



(Baden, May 05, 2025) **BSI Software, the Swiss creator of the leading European CRM/CX platform, the BSI Customer Suite, brings aboard Sebastian Pitzler as Executive Vice President AI. This appointment specifically strengthens the software company's transformational power in the realm of Artificial Intelligence. Sebastian Pitzler brings with him more than 20 years of experience at the interface of innovation, digitization, and financial services. With his appointment, BSI Software sends a clear signal: The right time to successfully implement AI solutions is now.**

Technological innovation ensures strategic success

Sebastian Pitzler, an experienced manager and tech enthusiast, exemplifies entrepreneurial thinking and the ability to successfully bring technological innovations to market. After holding positions including Head of Innovation Lab at ERGO Group AG, he significantly shaped the German insurance industry's innovation landscape as Managing Director of InsurLab Germany. There, he launched, among other things, an accelerator program that successfully connects companies and start-ups for the joint development of new digital products and services. Together with his team and Koelnmesse, Sebastian Pitzler also established insureNXT as the leading innovation and digitization platform in the European insurance industry.

By joining BSI Software, Sebastian Pitzler has set clear goals for himself: Incorporating Artificial Intelligence into business processes as a growth and efficiency driver for the creation of smart digital solutions that contribute sustainably to the business success of BSI's customers. "Together, we will elevate the use of AI to the next level and provide added value to our customers that will speak for itself and will delight them. In our holistic BSI Customer Suite, we combine customer focus, technological excellence, and regulatory compliance for European companies. I look forward to solving business challenges together with the team and paving the way for a digital future Made in Europe," comments Sebastian Pitzler, as he looks forward to his new challenge.

A strategic orientation with AI as the growth driver

"Sebastian brings an in-depth understanding of the needs of complex markets to BSI," explains Markus Brunold, CEO of BSI Software. "His experience will allow us to greatly enhance value creation

by increasing the practical applications of AI, integrating it with the strategic goals of our customers, and continuing to expand our position as the Number One in Europe.”

Industry expertise meets technology leadership

In its focus industries of insurance, banking, retail, and energy & utilities, BSI positions itself as a steadfast partner who consistently balances innovation and regulatory requirements, including GDPR, DORA, and the EU AI Act. Once again, this unique selling proposition distinguishes the Swiss software company as the only European alternative to US-dominated holistic platforms. By bringing Sebastian Pitzler on board, BSI Software is investing explicitly in expanding its transformational power. The company’s goal is to convert innovations more rapidly into market-ready solutions and establish AI as an integral part of customer relationship management and the customer experience. In particular, the focus is on AI-based customer interactions, process automation, and the use of generative AI to increase value creation along the customer journey.

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