

SYZYGY GROUP

Press release

Bad Homburg, 20 June 2024

Frank Wolfram appointed new CEO of the SYZYGY GROUP

Frank Wolfram is appointed new CEO of SYZYGY GROUP. The renowned expert for digital strategies in marketing and sales will take over as CEO on 1 July. As one of the leading consulting and implementation partners for Digital Experience, the SYZYGY GROUP will again be led by a three member Management Board: Frank Wolfram as CEO, Erwin Greiner as Chief Financial Officer (CFO) and Frank Ladner as Chief Technology Officer (CTO).

Frank Wolfram returns to his professional roots. From 2000 to 2012, he was member of the board and CTO at SYZYGY AG, where he successfully contributed to the IPO, drove the growth strategy and supported numerous clients such as Daimler, Deutsche Bank, Mazda and O2 Telefónica. Wolfram has excellent knowledge and more than twenty years of experience in implementing digital marketing solutions and strategic consulting for digital transformation projects.

Wolfram joins from the Scholz & Friends agency group, where he has held dual leadership roles since 2020: at the Scholz & Friends Group as Partner and Chief Digital Officer, and at the Scholz & Friends Family as Partner, Managing Director and Chief Technology Officer (CTO). There he worked for clients such as Volkswagen Commercial Vehicles, Sparkasse and various federal ministries. Wolfram will remain associated with the Scholz & Friends Family as a partner. Scholz & Friends is majority-owned by the world's leading agency group WPP, which is also the majority shareholder of the SYZYGY GROUP.

"We are delighted to appoint Frank Wolfram as CEO of SYZYGY GROUP following a careful selection process. He is a recognised top manager who is characterised by his strong leadership skills, his sales power and his deep understanding of the digital transformation," says Antje Neubauer, Chairwoman of the Supervisory Board of the SYZYGY GROUP. "Frank has a clear growth vision for SYZYGY GROUP's independent development, which convinced us as Supervisory Board and both Management Board members."

"SYZYGY GROUP has a strong market position thanks to its unique digital value chain consisting of transformation consulting, digital product and service development, technology implementation and performance marketing. We will continue to strengthen and expand this foundation," says Frank Wolfram. "The collaboration between SYZYGY GROUP and Scholz & Friends, as well as other WPP agencies, can also generate significant opportunities in the future as part of our growth strategy. I am very much looking forward to working with my colleagues at SYZYGY GROUP and to being back at my "home club" SYZYGY".

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About Frank Wolfram

Frank Wolfram is one of the most respected experts for digital strategies in marketing and sales. For almost 25 years, he has held various management positions in strategic consulting and the implementation of digital marketing solutions. He took on his first management position between 2000 and 2012 at SYZYGY GROUP, where he held the position of Chief Technology Officer (CTO) for clients such as Daimler, Deutsche Bank, Commerzbank, Mazda and O2 Telefónica. In 2013, he moved to Geometry Global. There, as CTO and EMEA Board Member, he built up a Digital Centre of Excellence in Berlin and was primarily responsible for the customer Volkswagen. In 2016, Wolfram moved to the BBDO digital agencies Interone and Proximity Technology as CEO, and in 2017 he was also appointed Chief Digital Officer of BBDO GROUP Germany. In 2020, he then moved to the Scholz & Friends agency group, where he held dual management roles: at the Scholz & Friends Group as Partner and Chief Digital Officer and at the Scholz & Friends Family as Partner, Managing Director and CTO. There he worked for clients such as Volkswagen Commercial Vehicles, Sparkasse and various federal ministries. Wolfram lives in Berlin and his leisure activities include endurance sports such as cycling.

About the SYZYGY GROUP

The SYZYGY GROUP is a leading consulting and implementation partner for digital experiences. We strongly believe that positive digital experiences drive positive customer relationships, positive brand perception and positive business results.

The SYZYGY GROUP was founded in 1995 and has offices in Bad Homburg, Berlin, Frankfurt, Hamburg, Munich, London, New York and Warsaw. As a public company, SYZYGY AG has been listed on the Prime Standard of the Frankfurt Stock Exchange since 2000.

In addition to SYZYGY as the core brand, the SYZYGY GROUP includes enterprise technology specialist SYZYGY Techsolutions, performance marketing and media specialist SYZYGY Performance, design studio Ars Thanea and transformational consulting specialist different.

With over 600 specialists, SYZYGY GROUP supports brands such as Bucherer, BMW, Bosch, Bundesregierung, Commerzbank, Consorsbank, Condor, Eucerin, HUK-Coburg, Hymer, Kyocera, Lufthansa, Mazda, Mercedes-Benz, Miles & More, mobile.de, O2 Telefónica, PayPal, Porsche, Volkswagen and Wempe.

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