

P R E S S R E L E A S E

etventure creates consultancy of the future: Dr. Dorothea von Wichert-Nick named new Director of Corporate Innovation

- **Objective to develop innovative consulting fields and establish new organizational structures within the company**
- **Dorothea von Wichert-Nick brings a wealth of experience in the fields of digital transformation, consulting and corporate management.**

Berlin – January 11, 2017 - Digital consultancy and company builder etventure is bolstering its management level by appointing Dr. Dorothea von Wichert-Nick as its new Director of Corporate Innovation. This business area aims to support companies in their digital transformation process and to develop new digital business models for customers. The 49-year old, who holds a degree in industrial engineering and a doctorate in economic policy, will provide significant momentum in advancing etventure's consulting portfolio as well as creating and expanding new structures within the company.

**Preserve etventure's DNA while establishing new structures and approaches**

etventure already sets itself apart from traditional consultancies through its agile, innovative methods and a deliberate focus on execution in the digital transformation segment. The objective is to further establish itself as an innovation leader and partner in all questions related to safeguarding a company's future as part of the exponential growth in digital transformation and technological advancement. Dorothea von Wichert-Nick will play a key role in achieving this objective and will continue to develop and integrate etventure's consulting portfolio.

In addition to focusing on Corporate Innovation, she will also take organizational responsibility for establishing new structures and processes at etventure. "The etventure DNA – its entrepreneurial approach to digitization paired with an open, dynamic corporate culture – is unique and is the basis for the success and rapid growth of the corporate group," explained Wichert-Nick. "My aim is to preserve and

encourage this DNA and take etventure to the next level with the aid of scalable organizational and management structures along with innovative consulting services.”

Dorothea von Wichert-Nick brings with her years of experience in the digital world having viewed the field from the corporate and consulting sides. Prior to joining etventure, she was CEO of digital marketing agency group PIA Performance Interactive Alliance and aboard director at Sedo Holding AG. As Managing Director of Solon Management Consulting, she guided the company’s growth for more than a dozen years and likewise was responsible for creating organizational structures – including the human resources and advanced development areas. She also previously held the position of Group Head of Strategy at Deutsche Telekom.

Transformation to the consultancy of the future

“In light of changed client requirements and the democratization of knowledge, digitization also ultimately challenges the business model for management consulting and necessitates a transformation that traditional consultancies frequently find very difficult,” explained Philipp Depiereux, founder and CEO of etventure. “Our radical, customer-centric approach that likewise borrows from methods used by startups makes us able to react significantly faster to changing demands. By appointing Dorothea von Wichert-Nick, we have gained a proven expert in both the fields of digital transformation and consulting and in corporate management who will shape our own transformation into the consultancy of the future.”

About etventure:

“Only true entrepreneurs drive digital transformation.” Digital consultancy and company builder etventure identifies, develops and tests digital business approaches across different sectors. With the four business areas of Corporate Innovation, People & Education, Innovation Spaces and the Startup Hub, etventure is represented along the entire innovation project value chain. Its corporate clients include insurance company Wüstenrot & Württembergische Versicherungen, Deutsche Bahn, Daimler Financial Services, Franz Haniel & Cie., SMS group, Putzmeister and steel company Klöckner. etventure was established in 2010 by its directors Philipp Depiereux, Philipp Herrmann and Dr Christian Lüdtke. The etventure team consists of over 250 digital experts and entrepreneurs at offices in Berlin, Hamburg, Munich, Essen, Stuttgart, Hong Kong, London, New York, Paris and Zurich. www.etventure.com

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