



Press release

## Alen Cerovina leads business of nexoya GmbH

Swiss AI marketing start-up nexoya AG expands and strengthens its management team: Sales expert Alen Cerovina establishes German business from Berlin.

**Zurich and Berlin, July 13, 2021 - nexoya AG, headquartered in Zurich, has founded a GmbH in Germany as a wholly owned subsidiary. As of July 1, 2021, the founders Manuel Dietrich and Marco Hochstrasser have expanded the management team and appointed sales expert and consultant Alen Cerovina as Managing Director. In his new role, he will take over the strategic acquisition and support of existing German customers from Berlin. Since 2018, the SaaS platform "nexoya Marketing Analytics" has provided marketing departments with transparency about their digital advertising budgets, which they can dynamically control and optimize with the help of artificial intelligence.**

Alen Cerovina is an experienced sales manager with a strong focus on SaaS, B2B sales, digital business and internationalization. After studying economics in Germany and the US, Cerovina was able to gain leadership experience at various companies and start-ups. In the last six months, he has intensively supported nexoya as an external sales consultant. The nexoya founders would like to intensify the successful cooperation with Cerovina's appointment as managing director. "In the last 20 years, Alen Cerovina has worked in various startups, industries and setups and brings valuable experience for our further growth. The focus of his work is the expansion of nexoya - especially into Germany," says Manuel Dietrich, CEO and Co-Founder, nexoya AG.

### Strategic acquisition and development of the Berlin team

Alen Cerovina adds: "The nexoya solution has great potential. Even with a minimum of three channels, such as Facebook, Google and Instagram, and an ad budget of 10,000 euros per month, the use of nexoya leads to a measurable reduction in the workload of marketing teams. Against this background, I expect German companies to show keen interest in our solution. I look forward to driving the service forward, supporting the company's expansion in the long term and playing a pioneering role in the further development of nexoya." His initial focus will be on the strategic acquisition of new customers. In addition, Cerovina will build a team for the Berlin location, manage the German business and optimize processes. Cerovina will take on its first employee in Berlin on August 1. Other positions, such as [Business Development Representative](#), are currently being advertised.

Since the first seed financing in 2019, nexoya has been growing rapidly and currently employs 20 people. In its first three years, the SaaS start-up has already won well-known customers such as [Generali Switzerland](#), [CSS Insurance](#), [Emmi Group](#) and [Kardex Holding](#).

## **Pandemic poses challenges for marketing**

The Corona pandemic has eliminated many touchpoints in public spaces. This - in addition to the general digitization trend - means that digital marketing campaigns are becoming more important. In addition, due to economic uncertainties or even sales declines, marketing budgets are under pressure. As a result, many companies are managing digital marketing in-house. This increases the need for efficient solutions in this area. "Marketing is facing major organizational challenges. Teams today are simultaneously running Google Ads and Google Search Ads, Facebook Ads, Instagram Ads, Youtube Ads, LinkedIn Ads, Twitter Ads or Display Ads. They need a solution to effectively evaluate and manage their digital campaigns with a growing number of channels," says Marco Hochstrasser, CTO and Co-Founder, nexoya AG. With the "Campaign Optimization" feature available since November 2020, nexoya's solution provides the answer to a challenge currently facing many marketing departments: The platform enables the step away from a budget planning focused on individual channels and thus intransparent to a dynamic and agile adjustment of campaigns.

## **Photo material**



Alen Cerovina has been managing the business of nexoya GmbH since July 1, 2021 (Photo: A. Cerovina)

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Manuel Dietrich, CEO and Co-Founder, nexoya AG (Photo: nexoya)

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Marco Hochstrasser, CTO and Co-Founder, nexoya AG (Photo: nexoya)

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Optimization of multi-channel marketing campaigns with "nexoya Marketing Analytics" (photo: nexoya)

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Further image material is available here: <https://www.nexoya.com/press/>

## About nexoya

The start-up nexoya AG with headquarters in Zurich and a GmbH in Berlin has been implementing automated analyses for the digital marketing of medium-sized and large companies since 2018 - in a user-friendly manner and in compliance with data protection laws. Based on machine learning, the SaaS platform "nexoya Marketing Analytics" optimizes multi-channel marketing campaigns: For this purpose, the solution aggregates key figures from different channels such as Google Ads, Instagram or Facebook, presents them clearly and takes over the monitoring of the key figures. Based on the collected data and using artificial intelligence (predictive analytics), nexoya then optimizes the campaign budgets. In this way, the solution relieves

marketing teams of routine operational tasks, simplifies automated data-driven decisions and reduces marketing costs by up to 30 percent. nexoya only collects non-personalized data that is stored in certified Swiss data centers. Customers include well-known companies such as Emmi Group, Generali, CSS or The House Agency. [www.nexoya.com](http://www.nexoya.com)

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