



Press release

Ute Schmidt Is Named New Head of Marketing at flexis AG

Stuttgart, December 2, 2020. flexis AG, a longtime provider of flexible software solutions for supply chain management, announced today that it had appointed Ute Schmidt as its new Head of Marketing. In this position, she'll be responsible for the software company's worldwide marketing strategy.

As a communications and marketing expert with many years of experience in brand strategy and integrated communications concepts for B2B and B2C customers, Ute Schmidt is poised to position the flexis brand as a solution of choice in the automotive, manufacturing, and logistics industries. Before she joined flexis, Ms. Schmidt worked as a Senior Consultant at the Stuttgart agency follow red GmbH - where she also served on the Management Board.

In her most recent position as Consultant for flexis, Schmidt was instrumental in redefining the company's portfolio orientation and rolling out a more personal communication strategy. "In Ute Schmidt we are gaining an experienced expert who understands our business," said Philipp Beisswenger, CEO of flexis AG. "With her background, she will be able to best promote flexis AG's communications as well as the optimization of our approach to the customer journey."

With software solutions for S&OP, APS, and SCM, flexis AG has established itself as a major industry player in recent years, especially in the automotive market. "Our priority going forward will be to position the flexis brand more clearly in the automotive, manufacturing, and logistics industries worldwide and provide our customers with targeted information," said Schmidt. "Our supply chain solutions, which are based on a modular hybrid architecture, are in greater demand than ever in this era of the New Normal. For anyone interested in building a more resilient supply chain, we offer unique, modular optimization solutions that are built to power smarter, more connected planning processes. Here we see great opportunities for growth".

about flexis

flexis AG specializes in flexible information systems for supply chain management. With more than 20 years of experience in providing standardized software modules, the company offers customized solutions based on secure and proven modules. With seven locations worldwide, flexis AG is globally networked and acts as a close partner and support service provider for over 1,000 satisfied users, even after successful implementation. Our focus is always on the customer's continuous improvement process.

flexis' Supply Chain Solutions are based on the flexis HYBRID Architecture. Our modular, customizable solution modules, unique software technology, and numerous other services power intelligent ways to optimize your processes - for a wide range of industries with national or international networks. Our primary goal is to create real added value together with our customers. flexis maintains long-term and trusting business relationships with customers and partners and contributes to their success with a deep understanding for the process world across multiple industries.



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