

## **Berlin-based business application platform vendor Ninox heading for international expansion: Ex-Intel manager Jürgen Thiel takes up CEO position**

**Berlin, 19 July, 2021 – Ninox, one of the most successful German software providers with a focus on no-code software, positions itself for future growth with a high-profile management team. As the new CEO, Jürgen Thiel, formerly Managing Director of Intel GmbH in Germany and member of Intel’s EMEA Board of Directors, will be responsible for Ninox’s further growth and international expansion. In addition, the company hired Daniel Kronberger, an experienced financing expert, as CFO to further professionalise the company’s operations and to prepare global scaling. Together with Ninox founder and CTO Frank Böhmer the new management team will drive Ninox’s ambitious growth plans.**

Particularly in the past year, digitalisation and companies’ efforts to embrace this trend have once more gained momentum. The implementation of digitalisation measures requires expertise in leading and executing software development projects. Since most companies have limited IT resources, these tasks often have to be outsourced to specialised service providers, which comes with significant time and cost expenditures, especially for small and medium-sized companies.

The solution to this challenge are low-code and no-code platforms, software development environments for which users need only few (low code) or no (no code) programming skills. Instead, these platforms allow users to assemble software solutions and apps from ready-made building blocks using a graphical user interface with just a few clicks. According to a [forecast by Gartner](#), the market for low-code development platforms is expected to grow by almost 30 percent in 2021 compared to the previous year, to a total of USD 5.8 billion 2021 – a trend which is only going to accelerate in the future as such solutions become even more important for companies of all sizes in order to react flexibly and cost-effectively to the challenges of continued digitalisation.

In this growth market, the Berlin-based company Ninox is now taking a decisive step and positions itself for the future with a high-profile management team. The company, founded in 2013 by current CTO Frank Böhmer, offers its clients a no-code platform, which enables anyone to develop customised business applications without prior programming knowledge. Companies of nearly all sizes and sectors that find standard solutions to be too inflexible and conventional software development to be too time-consuming or expensive are already using the platform. Ninox puts the digitalisation of business processes into the hands of those who know them best: Entrepreneurs and business teams, who can collaboratively design software solutions that are specifically tailored to the needs of their company.

Ninox’s customers in Germany include Siemens, Thyssen Krupp and AboutYou, but Ninox is also already used by well-known, international companies such as Fortinet, Generali, and Migros as well as by the US National Basketball Association (NBA). With more than 5,000 business clients and 250,000 users, the Ninox platform is one of the most successful software products of its kind. The new management team, consisting of Jürgen Thiel, Frank Böhmer and Daniel Kronberger will accelerate this growth further and advance the company’s international expansion as well.

Jürgen Thiel, who will lead the company in the future as CEO, joins Ninox from the IT monitoring specialist Paessler AG, where he was responsible for Global Sales & Business Development since 2017. Before that, Jürgen Thiel was with Intel Corporation for 16 years. As Managing Director of the German branch Intel GmbH and as a member of the EMEA Board of Directors, he was mainly responsible for

expanding the American chip producer's business operations in the EMEA region. He holds a diploma in computer science from the University of Applied Sciences in Fulda, Germany.

"It is not only the German SME sector that is under immense pressure to get digital. Companies around the world are desperately looking for good solutions. Our approach to drastically simplify the development of customised business applications by using a 'no-code' model not only solves IT departments' problem of finding suitable engineers – we empower business units in companies of any vertical and size to move away from spreadsheets towards lean, automated processes", says Jürgen Thiel, CEO of Ninox.

In March 2021, Ninox also brought the experienced financial expert Daniel Kronberger on board as CFO. Previously, Daniel Kronberger was CFO of the Swiss medical technology manufacturer AOT. He gained extensive experience in the field of corporate finance at Deutsche Beteiligungs AG. His career started at Beiersdorf in 2005. Daniel Kronberger holds a Master's degree in Business from the University of Economics in Vienna, Austria, and a Master's degree in Accounting & Finance from Macquarie University in Sydney, Australia.

"More than 5,000 satisfied clients and strong growth over the last three years – with a revenue growth of more than 120 percent in 2020 – are proof that Ninox is on the right track. Clients all over the world are already using our platform and in the coming months and years, we will expand even further and increasingly internationalise our business, especially in the US market. For that, our strong partner network will play an important multiplier role. A Series-A financing round is planned for the second half of 2021", says Daniel Kronberger, CFO of Ninox.

Frank Böhmer is the founder of Ninox and as CTO responsible for the further technical development of the Ninox platform. Previously, he worked as an IT project manager at Volkswagen AG. In total, Frank Böhmer has more than 10 years of experience in architecture and management of large-scale IT projects in the automotive industry. He holds a degree in computer science from the Technical University in Braunschweig, Germany.

"Our vision for Ninox is to be the first choice for companies and organisations when it comes to digitalising internal processes. We've built a mature product, that is beloved by the Ninox community. And we have great cases to show that no-code is ready for business-critical processes. With this step, we strengthen our management team, which now ideally complements our product vision with extensive experience in international sales and financial management", says Frank Böhmer, CTO of Ninox.

## **About Ninox**

Ninox is a no-code platform, which enables anyone to develop customised business applications without prior programming knowledge. With more than 500,000 downloads from app stores and 250,000 registered users of the cloud version, Ninox is one of the most successful software products of its kind and one of the fastest growing SaaS providers in Germany. Users of the software rating platform G2 rate Ninox as one of the five best no-code applications worldwide.

The start-up was founded in 2013 by Frank Böhmer in Berlin and addresses companies of nearly all sizes and sectors that find standard solutions to be too inflexible and conventional software development to be too time-consuming or expensive. Ninox therefore puts the digitalisation of business processes into the hands of those who know them best: Entrepreneurs and business teams in the areas of accounting, controlling, purchasing, sales and HR as well as product and project management. Ninox's customers in Germany include Siemens, Thyssen Krupp and AboutYou.

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