



## additiv expands leadership team to include ex-Orange Director

**Zurich, 6 October 2020:** additiv, a leading SaaS provider to the wealth management industry, today announces that it has appointed Pieter Zylstra, former Regional Director Digital Transformation executive at Orange Business Services (Middle East & Africa). Pieter joins additiv leadership team in a newly created role as Head of Strategic Sales. The role will support additiv's rapid enterprise customer growth and channel management globally.

Bringing over 20 years of experience within the technology and telecoms sector, Pieter is ideally suited to support additiv as it moves to lead the wealthtech digital revolution. He worked for many years as Head of Mobility and leading CXO-advisory services at CapGemini in Europe before joining Orange in AsiaPac. Initially, his roles within Orange's Business Services division focused on sales strategy and portfolio management before moving to SITA and BCI Asia in similar roles. In 2016, Pieter returned to Orange Business Services in a professional services directorship position that oversaw the launch of Orange digital transformation program in Middle East and Africa, resulting in significant growth in financial sector markets.

Pieter's appointment comes at a time when additiv has seen an unprecedented period of rapid growth. As a result, additiv has expanded its team significantly across the world in recent months. Their increasing market gain recently led to the opening of a new regional head office within the Middle East, and the company is set to expand further imminently. Pieter's international experience in technology sales is ideally suited to this expansion, as he focuses on building the organization to drive regional and local sales channels.

Commenting on his appointment, Pieter Zylstra said "This is a time of disruption in the financial services industry worldwide, where traditional banks are experiencing a sense of urgency to adopt the cloud-based digital financial services platform that additiv offers. My experience allows me to offer additiv's growing customer base an insight into the opportunity that being truly digital brings. One that I believe only additiv can really offer financial institutions"

Michael Stemmler, additiv CEO, added: "We are delighted to have Pieter on-board. He is a natural hire at this exciting time for additiv. As demand for seamless and engaging client experiences across channels grows, so is our customer base. Pieter is a highly experienced and strategic leader with exceptional channel knowledge. Together with our key channel partners, he will develop our business to take advantage of the opportunities that digital offers; driving the industry to become omni-channel by design."

**END**

### **About additiv**

additiv was established in 1998 in Zurich and has international presence in Europe, Africa & Middle East and South East Asia. Its hybrid B2B SaaS cloud ecosystem orchestrates multi-channel financial services

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# additiv

using full open APIs, thereby leveraging the existing technology base of the client. It also helps financial institutions to deploy leading client advisory, servicing, and expert tools in wealth and credit in existing ecosystems. additiv offers digital wealth- and credit-management-as-a-service today for the financial institutions of tomorrow and is a leading catalyst for change in the financial service industry through easy, quick, and affordable digitalization.

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