



Media Release

# Adnovum – Matthias von Arx appointed Managing Director of new business unit «Solutions»

*Zurich, 25 February 2025 – The Swiss software company Adnovum has appointed Matthias von Arx as Managing Director of its new business unit «Solutions». With this strategic move, Adnovum aims to drive further growth and strengthen its offering.*

As of 1 March 2025, Matthias von Arx will assume leadership of the newly established business unit «Solutions», and will join the Global Leadership Team of the Swiss software company Adnovum. By consolidating its solutions in one unit, the company will strengthen its proven range of cybersecurity and IAM services for large and medium-sized companies. The aim is to further expand the solution portfolio and integrate current cloud and AI offerings.

Matthias von Arx has more than 20 years of experience as Managing Director, Chief Commercial Officer and Sales Leader in ICT and cybersecurity companies. From his previous positions, he brings extensive experience in promoting sustainable and profitable growth in a complex market environment. He is also experienced in strategy development, repositioning and new business development, as well as leading and developing sales and marketing teams.

Thomas Zangerl on the new member of the Leadership Team: «We are delighted to have Matthias von Arx on board for this key role. Thanks to his experience and strategic foresight, he will make a significant contribution to further expanding our range of IAM and cybersecurity services. The focus is on automated security solutions for cloud environments and the development of customized cybersecurity services for SMEs. Another focus is on the use of generative AI in customer service.»

Matthias von Arx is looking forward to the new challenge: «I am impressed by Adnovum's distinctly people-centric corporate culture and its strong positioning in the digitalization market. Together with the solution teams, I would like to expand existing offerings, particularly in Adnovum's core areas of cybersecurity and IAM. I also see great potential in offering clients decisive added value with innovative cloud and AI solutions.»

## **About Adnovum**

The Swiss software company Adnovum offers companies and public authorities comprehensive support in the digitalization of business processes, from conception and implementation to operation. Its core competencies also include offerings for the secure management of identities and access rights, security services and consulting, as well as AI-aided and cloud solutions. Our client focus is on companies that want to differentiate themselves through innovative solutions.



These include banks, insurance companies, the public sector, as well as transport and logistics companies.

Adnovum was founded in 1988. Today, the company employs over 700 staff at its headquarters in Zurich and offices in Bern, Lausanne, Budapest, Lisbon, Ho Chi Minh City, and Singapore.

[www.adnovum.com](http://www.adnovum.com)

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### **Pictures**

See [www.adnovum.com](http://www.adnovum.com)

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