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## xSuite Appoints Michael Mayr as Head of Global Marketing

Development of a global and sales-oriented marketing strategy for DACH and the international markets of the xSuite Group

June 13, 2024, Ahrensburg/Germany

**Michael Mayr (52) has taken on the newly established role of Head of Global Marketing at the xSuite Group as of 1 June 2024. The marketing expert will strengthen the German software manufacturer's team with his in-depth knowledge of the B2B software business on an international scale, including direct sales, channel sales and services.**

Munich native Mayr has already managed marketing teams across the globe and in EMEA. He also brings extensive expertise in the areas of enterprise business solutions, cloud computing and business alliances to the table. This is complemented by his many years of experience in demand generation and B2B SaaS marketing. Before joining xSuite, Michael Mayr was VP Global Alliances OEM and VP Field Marketing at Aras Corporation. Previous positions include Ansys, Basware and SPSS.

Among other things, he will focus on the development and implementation of a global marketing strategy at xSuite. In addition to the DACH region and the markets in Asia and Europe, his activities will target the US market in particular.



Michael Mayr  
Head of Global Marketing

“The challenges of international markets go beyond the need to speak different languages and bridge cultural differences – they also include understanding the different market requirements in the various regions. Accounting for all of this and developing the right concepts and strategies is a very exciting task that I am very much looking forward to,” says Michael Mayr.

Matthias Lemenkühler, CEO of xSuite Group: “We are delighted to place the coordination of our global marketing into the capable hands of Michael Mayr. In him, we have gained a highly experienced expert in the fields of international business, strategy, marketing and branding for our team.”

#### **The xSuite Group at a Glance**

- Founded in 1994 and producer of the xSuite® software
- Expert for Accounts Payable Invoice Automation (APIA) and end-to-end P2P processes in SAP
- Specialized e-invoicing expertise
- Workflow solutions for SAP S/4HANA, Clean Core, and SAP BTP
- All software components and services from one source
- 1,300 realized projects in more than 60 countries
- Corporate offices in Germany, Denmark, the Netherlands, Singapore, Slovakia, Spain and the U.S.A.
- SAP partner and 240 employees worldwide
- Our company is certified according to ISO 27001

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