



PRESS RELEASE

Firefly Information Management AG strengthens its board by appointing Kerstin Lomb, a former Accenture Managing Director

Zug, July 13, 2015 – Firefly Information Management AG has expanded its board by appointing Kerstin Lomb, a former Global Managing Director for Accenture and since July 1st Managing Partner for WP Human Capital Group. Kerstin brings extensive experience in the areas of digital business models, cultural change management and global market development.

Today's volatile and competitive business environment is driving demand for an integrated data management approach. Firefly Information Management AG supports this demand through innovative data management solutions that turn complexity and uncertainty into simplicity and security. It reduces IT costs yet allows innovative scalable solutions to meet tomorrow's demand.

"With Kerstin Lomb we have now the expertise to further position us in the German market and to strengthen our skills around digital business models", says Martin Schiesser, CEO Firefly Information Management AG.

Digitalization, growth, new markets, product and service innovations, regulatory demand, sustainability and social corporate responsibility drive the need for agile and flexible creation of reports. Kerstin Lomb: "Firefly Information Management AG's innovative solution allows to link all data within and outside an organization without the need to restructure data architecture and technology. Semantic data linkages can be made transparent and visualized through an enterprise graph. This equips management with valid data and at the same time meets information needs of other internal and external stakeholders."

Kerstin Lomb was over 12 years with Accenture and held the position of Global Managing Director. She was a member of the global leadership team and responsible for market development and global marketing for several industries. She was unit lead with Deutsche Telekom followed by being a Managing Director for Publicis before she joined Accenture.

Operating across Europe, with its headquarter in Zug, Switzerland and offices in the Czech Republic, Portugal and Germany, Firefly Information Management AG provides world-class innovative enterprise data management cloud solutions and enables organizations to multiply the value of their data across the enterprise.

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