THEOBALD
SOFTWARE

Press release

Theobald Software strengthens top management

The Stuttgart-based company wins Dr. Thomas Bruggner as its new CEO, Peter Wohlfarth takes on the role of COO and Michael Bässler joins the company in the newly created role of CTO

Stuttgart, September 20, 2024 – Theobald Software, the expert for seamless SAP integration, strengthens its top management as the next step in the company's growth journey. As of September 1, Dr. Thomas Bruggner assumes the position of Chief Executive Officer (CEO), replacing General Manager Peter Wohlfarth, who is moving to the role of Chief Operating Officer (COO). Michael Bässler joins the company, also on September 1, as the first Chief Technology Officer (CTO) in the company's history. With these personnel changes at the top management level, Theobald Software strategically positions itself for the next stage in the company's further development.

The new CEO, **Dr. Thomas Bruggner**, brings more than 20 years of experience in the global IT market in North America, Europe and Asia. He comes with strong leadership skills and in-depth knowledge of SAP, private equity, mergers & acquisitions, sales and go-to-market, as well as a proven track record of growing software businesses, including their introduction into new markets and business areas. Dr. Thomas Bruggner's past career includes management positions at Conceptboard, Basis Technologies, Oracle and SAP.

Peter Wohlfarth, General Manager of Theobald Software since mid-2020 and previously Head of Marketing at the Stuttgart-based company, will take on the role of Chief Operating Officer in the future to further drive operational excellence initiatives, including development of the organization and optimization of processes and systems, across functions at Theobald Software.

The strategic expansion of the top management team at Theobald Software further includes the introduction of a Chief Technology Officer. The role of the first CTO at Theobald Software will be held by **Michael Bässler**, who previously worked as Chief Software Architect at Breakwater Solutions and various leadership positions at IBM. With his distinctive expertise, he successfully supports companies in their transformation to become a software-as-a-service (SaaS) provider. At Theobald Software, Michael Bässler will focus on the development of innovative cloud solutions and the expansion of SaaS offerings. Michael Bässler serves as a mentor at KI-Garage, a state-wide program of the Baden-Württemberg Foundation that promotes innovative start-up ideas in the field of artificial intelligence, an area of increasing importance for Theobald Software.

"The strategic expansion of the top management is the next logical step in the company's growth," explains **Peter Wohlfarth, COO at Theobald Software**. "With Dr. Thomas Bruggner and Michael Bässler, we are gaining two experienced management experts with whom we will position Theobald Software for the future and develop it further for growth."

"I am very much looking forward to the new challenges and opportunities that await me at Theobald Software," adds **CEO Dr. Thomas Bruggner**. "The company has excellent potential and I am excited to shape our growth journey together with the team."

"We live in a fast-moving world. To be successful, we need to be agile and constantly evolving," adds **CTO Michael Bässler**." So the future is full of opportunities and I'm looking forward to seize them with the team at Theobald Software."

Theobald Software has set itself the goal of further developing and internationalizing the company through targeted initiatives. In the coming months and years, partnerships in particular will be expanded and the transformation to a software-as-a-service provider will be driven forward.

About Theobald Software

Theobald Software, founded in Stuttgart in 2004, is the leading global expert in seamless SAP integration. Theobald Software's solutions enable the use of SAP data in almost any third-party system – whether on-premises or in the cloud. Over 4,000 companies of all sizes and from all industries worldwide rely on the expertise of the Stuttgart-based company to use their SAP data efficiently and strategically. From branches in Europe and the USA, around 60 highly qualified specialists support numerous large enterprise clients, including the majority of DAX companies in Germany, and many SMEs. Together with strong partners such as SAP, Alteryx and other global companies, Theobald Software always strives for seamless and high performing data integration solutions and innovative robotic process automation solutions.

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