

Nitrobox Expands Executive Team: Jürgen Schmiezek Appointed Chief Growth Officer

- *Jürgen Schmiezek brings over 25 years of experience in sales, marketing, and growth strategy to his new role as CGO.*
- *With a focus on sustainable growth and innovation, he will drive Nitrobox's international expansion and customer-centric initiatives.*

Hamburg, April 9, 2025 – Nitrobox, the agile subscription and billing platform for globally operating enterprises, has expanded its executive leadership team: As of April 1, 2025, [Jürgen Schmiezek](#) has taken on the role of Managing Director and Chief Growth Officer (CGO). With extensive experience and a clear vision for sustainable growth, Schmiezek will play a key role in shaping the company's strategic development.

Schmiezek has more than 25 years of experience in sales, marketing, and growth strategy. In his previous career, he was CGO at Tvarit and Managing Director at Lobster. Among other things, he achieved annual sales increases of 50 % and more as well as pipeline growth of more than 500 % in a short time.

Expertise in Sustainable Growth and Innovation

“With Jürgen Schmiezek, we’re gaining an experienced strategist whose vision aligns perfectly with ours,” says [Henner Heistermann](#), CEO and Co-Founder of Nitrobox. “His deep expertise in tech, SaaS, and sales, paired with his broad market understanding, makes him the ideal choice for the CGO position.”

[Sven Grimminger](#), Co-Founder and Managing Director at Nitrobox, adds: “Jürgen not only has an impressive track record, but also a clear vision for the future of monetization technology. His strategic mindset and innovative spirit will further strengthen our market position and deliver even greater value to our customers.”

Focus on New Markets and Innovative Strategies

As Chief Growth Officer, Schmiezek will play a pivotal role in shaping Nitrobox’s long-term growth strategy. His responsibilities include the development of new markets, both through the vertical expansion of existing customer industries and through targeted expansion into strategically important international regions. In doing so, he will identify innovative business opportunities and promote creative approaches to further strengthen product development and customer loyalty.

The declared aim is to significantly increase the value contribution for target customers and to implement a consistent customer focus. Another core focus of the new CGO is to not only satisfy customers but to turn them into long-term advocates and brand ambassadors. Schmiezek will work closely with Managing Directors Henner Heistermann and Sven Grimminger as well as the company’s leadership team to drive sustainable growth and innovation.

“The future of monetization technology lies in highly scalable, flexible, and adaptive contract models that can support even the most complex digital business models,” Schmiezek stated. “Nitrobox embodies this vision, offering companies the ability to succeed in the market through maximum automation and

efficiency. The key to our success lies in our ability to continuously adapt to changing user needs and market requirements—while ensuring peak levels of automation, scalability, and efficiency in monetization. I feel very honored by the trust and appreciation of Sven, Henner and the entire shareholder board and can't wait to hit the ground running together with the entire team."

About Nitrobox

Nitrobox's monetization and billing platform supports companies in automating and scaling complex billing processes in a time- and cost-efficient manner – with solutions for startups to international corporations. The Nitrobox Platform combines all the necessary functions that companies need to monetize digital business models. The aim is to manage the necessary billing and financial processes on a central platform anywhere in the world in real time via the cloud. With Nitrobox, companies can manage complex billing and pricing models that include subscriptions, pay-per-use models, or one-time digital transactions. In addition, the company offers full order-to-cash capabilities. Customers benefit overall from reduced time-to-market, faster revenue growth and the development of new revenue streams while reducing costs. Nitrobox is headquartered in Hamburg, Germany, with additional teams in Stuttgart, Munich and Berlin. The global company works with enterprise customers such as Porsche, Commerzbank, Volkswagen and Skidata, as well as emerging startups such as Oviva.

More about Nitrobox at: www.nitrobox.com