

## **powercloud GmbH, Cloud Software Provider for Utilities Market, Welcomes Simon Orosz as Chief Sales International Officer**

**London, England — September 21, 2020** Renovata & Company is pleased to announce the placement of Simon Orosz as chief sales international officer of powercloud GmbH, a cloud software provider for the utilities market. Orosz brings many years of experience in telecom and utilities, including senior management positions at market-leading enterprise software vendors such as Oracle, IFS and TOA Technologies. At powercloud, he's responsible for international sales strategy, expansion and growth.

powercloud GmbH is a market leading in Germany with a customer base that includes five of the six largest utilities. The company launched its open software-as-a-service (SaaS) solution for the energy industry in 2012. Now more than 200 customers use powercloud as the platform for their core utility processes—and/or powerApps from the powerApp Store. The company manages approximately 8 million contractual relationships while processing \$7B billion in sales, and has another 20 million contracts in process. powercloud is a fast-growing customer relationship management (CRM) and billing system that promotes the development of energy brands and new green energy offers—and gets suppliers, network and metering point operators, and municipal utilities ready for future IT and customer requirements.

Recently, the company introduced new product features, including tariff optimization and support of non-commodity products around smart home and e-mobility. powercloud's industry-specific CRM software allows the utility to get a 360-degree view of its customers and integrates with other applications to allow full-service management—which also helps to reduce total cost of ownership (TCO). The company was operating profitably and growing at over 40% year-on-year when General Atlantic, a leading private equity fund, invested in the company in 2019.

"Simon will build out an international sales team and the company's go-to-market function outside GSA [Germany/Switzerland/Austria] and BeNeLux," says Thomas Jepsen, Renovata & Company partner. "He'll work hand-in-hand with other management team members to advance the organization and its solutions."

Prior to joining powercloud, Orosz was European director of sales and strategic accounts, small/medium business units for IFS, an enterprise software company. Before that, he worked at Oracle in several European sales director roles—and as vice president of sales, EMEA, for Oracle TOA Technologies. Orosz has also held a variety of sales leadership roles for various technology companies, including ClickSoftware, Ventyx, EDS, Indus International and Astea International.

### **About Renovata & Company**

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