

# BNZSA Appoints Johan Olberding as Chief Operating Officer to Help Transition the Company to the Next Level and Maintain Its Stellar Growth



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*Olberding re-joins BNZSA at a critical period of growth and transformation and has proven track record of driving strategic business improvements, executing cost efficiencies, business process redesign and resource optimization*

Leading European B2B marketing agency, BNZSA has appointed its former Business Development Director, Johan Olberding as Chief Operating Officer (COO), to oversee a crucial period of growth and transition for the company.

Specialising in data, account based marketing (ABM) and lead generation, BNZSA has been growing exponentially in recent years and has made some significant investments in both technology and people to help underpin its growth.

**Last year** it has increased its head count 250% to 350 and in Q1 2022 has already further increased its head count by 14% to 400 employees. It is also looking to add a further 250 hires to its teams that comprise of 45 nationalities and speak 25 different languages.

As well as key hires in management, it is also actively recruiting data science professionals to underpin its new digital and programmatic offerings as well as more Business Development Representatives (BDRs) to validate data, garner consent and generate high quality opportunities such as the trademarked **Warm Handover**<sup>TM</sup> for its existing and prospective clients.

The company has also invested in **new 5500m2 campus facility in Las Rozas**, one of Madrid's most prestigious neighbourhoods, to accommodate its rapidly expanding workforce.

Speaking about the appointment, CEO and Founder of BNZSA, Brahim Samhoud said:

“When you experience a tsunami of growth, companies can quickly drown under the torrent of new things you have to put in place whilst juggling business as usual activity.

“This year we have an aggressive road map of new hires, data services, connected workflows, CRM and Marketing Automation Platform roll outs, as well as the logistical challenges of moving into bigger premises whilst maintaining flexible and remote working practices.

“And when transitioning from an agile start-up to a mid-size enterprise, this is where a lot of companies struggle because they haven’t put the right processes and planning in place to evolve.

“By bringing Johan back into the business we have someone that has a not only has a proven track record in managing change and transition, he has the skills to ensure BNZSA can surf the tsunami of change. He also has an intimate knowledge of our business in previous roles with the company and has been a key figure in getting us to where we are today,” Samhoud said.

Olberding joins BNZSA from Rubix, where he was the EMEA key accounts director. He was also formerly the Managing Director of Mobility Mix.

Speaking about his appointment, Olberding said: “It’s great to be back at a company where I started on the phones as what is internally called ‘a Rocker’.”

“It’s also a great time to re-join the company and help in its growth trajectory and maintain its overall vision. Growth is exciting and reflects the hard work being put in by all the employees of that company. But without business resource planning and procedural structure it is very easy for companies to get overwhelmed by their own success.

“I am looking forward to working with a tremendous team that is constantly looking to go the extra mile on behalf of our clients.” Olberding said.

By Soniya Ganvir, Chief Marketing Officer





Johan Olberding, COO BNZSA



BNZSA's new campus in Las Rozas, Madrid

## About BNZSA

**BNZSA** is a leading sales & marketing agency specialising in data and tele-based demand generation with a team of 400 who are experts in delivering qualified, sales-ready leads. It was established in 2013 and has grown rapidly over eight years. BNZSA is privately-owned, has never relied on third-party funding, and has been profitable since day one.

The company is based in Madrid, Spain, and has offices in the UK, France, and Morocco. It invests heavily in its agents who are all native language speakers and deliver client campaigns in languages globally. In addition to the uniquely human and personal dimension of the company, BNZSA is a leader in the application of technology to underpin its value proposition. It built its own bespoke CRM platform, and is a pioneer in the use of AI, NLP and ML technologies.

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## Tags

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**JOHAN OLBERDING**

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