

# hybris announces Brian Walker, Onmi-Commerce Thought Leader & Leading Analyst, to join its Global Management Team

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Munich, 5 November, 2012 – hybris, the top-rated provider of omni-channel commerce software, today announced that it has appointed Brian Walker as its SVP of Strategy. The appointment of such a leading industry figure will be an asset for hybris in its business planning and development. In his role Walker will be involved in key areas such as marketing, customer development and the company's product and growth strategies. He will also be a key evangelist for how hybris clients and partners can best position themselves to take advantage of the rapid changes in enterprise technology capability coming from hybris.

Speaking about the appointment, Brian Walker said; "We are at a key point in the evolution of commerce, as customers engage across many digital touch-points seeking a consistent, contextual, and highly relevant experience across all of them. hybris is uniquely qualified to help companies across many verticals and business models take advantage of that change. In my role at Forrester leading commerce technology research, I was able to see first-hand the pace of innovation and progress from the hybris team, and I am excited to now be a part of that at a very exciting time in the company's history."

Carsten Thoma, President & COO of hybris, said; "Having known Brian for some years, we have always viewed him as someone who always understood our vision and the commitment behind our success. To now have him on our management team is a great asset for us and will be a real strength behind our continued success as we expand our global footprint and market share."

Ariel Luedi, CEO of hybris, said; "We are very pleased that Brian is joining our team so that we can benefit even more from his counsel and expertise that has been invaluable to us in his role as an industry analyst. The fact that Brian decided to join hybris, given his position of influence and leadership, is a huge validation of our success and strategy."

## About hybris

hybris helps businesses on every continent sell more goods, services and digital content through every touch point, channel and device. hybris delivers "OmniCommerce™": state-of-the-art master data management and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a "leader" and list its commerce platform among the top two or three in the market. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 400 companies have chosen hybris, including global B2B brands Nespresso, P&G, Pirelli, Rexel and Thomson-Reuters, as well as consumer brands Galeries Lafayette, Levi's, Lufthansa, Migros, Nespresso, Nikon and Toys'r'Us . hybris has operations in 15 countries around the globe. hybris is the future of commerce™. For more information, visit [www.hybris.com](http://www.hybris.com)

About Brian K. Walker:

Brian Walker is a leading world-wide expert in eCommerce platforms, multichannel commerce, digital marketing technology, and mobile commerce. While at Forrester Research Mr. Walker authored many seminal industry reports such as: "Welcome to the Era of Agile Commerce", "What Does Every Exec Need To Know About The Future of eCommerce Technology", "B2C eCommerce Platform Wave", and "Global Commerce Services Provider Wave". In his role at Forrester Mr. Walker also provided strategic consulting for Fortune 500 companies on their eCommerce and multichannel technology strategy, vendor selection, organizational development, and operations. Brian's past roles have spanned both business and technology leadership at organizations such as Amazon.com, Expedia, Otto Group, Eddie Bauer, among others. Mr. Walker has been widely quoted in the Wall Street Journal, National Public Radio, Financial Times, Investor's Business Daily, Internet Retailer, and by many other news organizations. Follow Brian on Twitter <http://twitter.com/bkwalker>

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