



Press release

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Ulrich Käser: Financial expert joins FinTech XPAY

Käser new Vice President Business Process Management at FinTech company XPAY

Munich, March 23, 2022. Munich-based FinTech XPAY is growing and bringing more executives on board. FinTech and finance professional Ulrich Käser comes from Aenova Group to XPAY, which combines finance with marketing in a new way with disruptive payment and loyalty solutions – giving brands and influencers the opportunity to intensify their customer and fan relationships.

The Munich-based company has created the position of Vice President Business Process Management for Käser and continues to focus on growth. The startup, with headquarter in Munich and offices in Amsterdam, Bucharest and Vienna, now employs more than 85 people.

Käser is expected to drive the expansion of XPAY into the leading player in embedded finance. Denis Raskopoljac, Co-Founder and CEO of XPAY: "Ulrich Käser has the expertise to enable growth with the highest possible stability by combining customer loyalty and process optimization. In addition, Ulrich understands KPI-based strategic business plans as well as their implementation."

Ulrich Käser comes from the FinTech & Finance industry and has already been responsible for many programs for the implementation and realization of strategic corporate goals in the past, both as a consultant and manager. He started his career at PMMG Group as a management consultant for mid- and global players in the field of issuing & payment. The 32-year-old then moved to the financial services provider Wirecard as Senior Process Manager. There, as Head of Supply Chain Management, he managed the global and infrastructural implementation of strategic payment products in new markets. That followed, Ulrich Käser was responsible for supply chain management within the Aenova Group, where he primarily implemented process-oriented and digitalized solutions to achieve growth-oriented goals.

About XPAY

XPAY is one of the fastest-growing providers of innovative embedded finance solutions, developing branded Mastercard® card programs with integrated loyalty components for its branded customers. In combination with exclusive and individualized benefits, XPAY thus makes brand experiences available to consumers in completely new areas of their lives. The FinTech startup with headquarters in Munich and locations in Amsterdam, Bucharest and Vienna was founded in May 2016 and currently employs over 85 people. For more information: <https://www.xpay.de/>

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