



## Reorientation: ALVARA | Digital Solutions expands its management

**Digitization and monetization expert Prof. Dr. Lutz Anderie takes over as CEO of the Group Executive Board**



Leipzig, 13/07/2022. ALVARA | Digital Solutions expands its management team and appoints Prof. Dr. Lutz Anderie alongside Steven Schwarznau as the second managing director of the corporate group, which specializes in digital payment systems for retailers, banks and cash-in-transit companies.

“We are already thinking about tomorrow’s ideas today. ALVARA stands in the crucible of digitalization, developing software for payment solutions. We are currently monitoring 11 billion euros with our track and trace software in cooperation with the Federal Bank and large trade organizations such as the Rewe Group and dm,” says Anderie.

ALVARA was founded in 1996 and has been continuously built up and expanded through company acquisitions by the investor group Silver Investment Partners. The company is a market leader in numerous market segments.

“As Managing Director, Lutz Anderie will take ALVARA | Digital Solutions to the next level with his marketing, strategy and sales expertise, as well as his international experience,” says Steven Schwarznau, Head of Development and Managing Director of the corporate group.

From now on, Prof. Dr. Lutz Anderie will be responsible for strategic issues such as the future orientation and development of the company with a focus on sales, including ongoing product strategy and development of the international business. Thanks to his decades of professional experience, Anderie has a practical network in the retail sector and is considered an internationally recognized expert in digitalization. He is also an honorary professor of Business Informatics at the Frankfurt University of Applied Sciences.

“We will continue to expand our core business for payment solutions in the retail sector, for financial institutions and cash-in-transit companies. It is also important for us to monitor future developments such as NFTs, the digital euro and payment with biometric data and to offer solutions for our partners when they penetrate the market,” says Dr. Lutz Anderie.



In order to take these market developments into account, ALVARA | Digital Solutions recently opened an Innovation Hub in Frankfurt's TechQuartier and is developing innovative payment models and software solutions based on artificial intelligence there, in addition to its locations in Leipzig, Hamburg and Marseille.

Further information: <https://www.digital.alvara.eu>

**About ALVARA | Digital Solutions (a trademark of ALVARA Holding GmbH):**

ALVARA | Digital Solutions is a brand of ALVARA Holding GmbH. The corporate group is regarded as a leading European provider of current and future payment systems as well as track & trace software solutions for cash circulation and logistics. With its customized and proprietary software solutions, ALVARA enables retailers, cash-in-transit companies and financial institutions to digitalize their payment systems and reduce process costs. ALVARA | Digital Solutions' customers include companies from the retail, CIT and banking sectors worldwide.

[www.digital.alvara.eu](http://www.digital.alvara.eu)

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