

## **Platinum Salesforce Partner Nextview receives investment and expands to Germany**

*Design thinking specialist accelerates growth thanks to Salesforce Ventures*

Eindhoven, June 2, 2020 - The Dutch Platinum Salesforce Partner [Nextview](#) expands to Germany and receives a significant capital injection from [Salesforce Ventures](#). With a distinctive, design thinking-oriented approach and FD Gazelle winner for seven years in a row, Nextview is a leading consultancy which supports national and international companies in their digital transformation in more than sixty countries. Thanks to the investment, Nextview is not only able to expand, but also further develop its strategic competencies and existing customer success at a rapid pace. This allows the company to better provide an excellent customer experience through design thinking and innovative technology solutions.

### **Expansion in Northern Europe**

Salesforce Ventures is the strategic venture capital arm of Salesforce, a global leader in customer relationship management (CRM). With the investment, Nextview gives a significant boost to expansion in Northern Europe and its home base in the Netherlands. As a first step, the organization will open a Design Thinking Center in 2021 as a central hub in Frankfurt am Mein, next to the existing locations in Eindhoven and Amsterdam. This step is the first step towards realizing Nextview's long-term objective. As a European boutique firm, it aims to become a leading Salesforce expert in Northern Europe in the field of design thinking and customer experience. To achieve this, the Great Place To Work winner of 2018, 2019 and 2020 is looking for experienced Salesforce consultants, B2B commerce and cloud experts.

### **Continue success**

Huib Waterval, CEO and founder of Nextview: "We are very pleased with the investment of Salesforce Ventures in Nextview. We've worked successfully with Salesforce for over a decade and see this investment as a tribute. Our mission has been for years to always deliver top performances based on people, the environment and society. As a design-led B-corp with almost 100 employees, successfully completed projects in more than sixty countries and soon three Design Thinking Centers, we have absolutely achieved that. We want to continue this success by growing further together with Salesforce. As a boutique firm, we want to inspire companies in the rest of Northern Europe, bring about change and make a positive impact. Thanks to the investment, we can achieve this even faster. "

Angelique de Vries, Executive Vice President and General Manager Northern Europe at Salesforce: "I have seen Nextview grow into a real specialist that inspires others, from leading Dutch companies to multinationals. We started this process together in May 2019 and I now see the growth of Nextview accelerating. Our partnership can bring true value to many of our global customers in Northern Europe."

Michiel van Vlimmeren, Senior Vice President and General Manager Netherlands at Salesforce, adds: “Nextview has a special, design-oriented advice approach which makes them a strategic and valued company in the Salesforce's partner network. Together we can now offer our customers an edge in the digital customer experience.”

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#### **About Nextview**

Nextview is a leading, independent Salesforce consultancy in Northern Europe. Founded in 2009, Nextview as a Platinum Salesforce Partner helps its customers with digital transformation by creating value through customer focus, data intelligence and business optimization. By combining business consulting with Design Thinking, Nextview quickly achieves results and the risks are minimal. With Salesforce expertise and sector-specific knowledge of financial services, the manufacturing industry and professional services, Nextview is a trusted partner for various multinationals and leading Dutch companies in more than 60 countries. Nextview has Design Thinking Centers in Amsterdam, Eindhoven and soon in Frankfurt. Nextview has nearly 100 employees, whose workplace has been recognized as a Great Place To Work for the past three years. Nextview is driven by its mission "Creating a positive impact by being an awesome company that inspires". The organization has been a certified B-corp since 2017 and has been a FD Gazelle winner for seven years in a row. For more information, visit <https://www.nextview.nl/> or follow Nextview on [LinkedIn](#) and [Twitter](#).

#### **About Salesforce Ventures**

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Salesforce Ventures, the global investment arm of Salesforce, invests in the next generation of enterprise technology that extends the power of the Salesforce Platform. Salesforce Ventures is building the world's largest ecosystem of enterprise cloud companies and extending that technology to customers. Portfolio companies receive funding, strategic advisory and operating support, and can easily join [Pledge 1%](#) to make giving back part of their business model. Salesforce Ventures has invested in more than 375 companies, including DocuSign, GoCardless, Guild Education, nCino, Twilio, Zoom and others across 22 countries since 2009. For more information, please visit [www.salesforce.com/ventures](http://www.salesforce.com/ventures).

#### **About Salesforce**

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, artificial intelligence, voice and blockchain—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: [www.salesforce.com](http://www.salesforce.com).