PRESS RELEASE

Michael Martens Appointed New Vice President of Sales Management and Solutions at nicos GmbH

Focus on expanding direct and channel sales, as well as driving cross-selling for the group-wide solution portfolio.

Muenster, September 29, 2026 – nicos GmbH is realigning its sales leadership: Effective October 1, 2026, Michael Martens will assume the role of Vice President of Sales Management and Solutions at the Muenster-based Managed Services Provider. In this key role, he will be responsible for the strategic and operational development of the sales organisation at nicos GmbH as part of the Xantaro Group.

At the core of his new responsibilities will be the targeted expansion of direct sales for mid-market business customers, alongside the establishment of a high-performing channel sales organisation. In addition, Martens will drive cross-selling initiatives across the Xantaro Group's comprehensive product and service portfolio. The overarching objective is to offer both existing and new customers even more holistic managed services and tailored solutions.

The Xantaro Group combines deep expertise across secure IT infrastructures, networking, cybersecurity, observability, platforms, and applications. Through close collaboration among group companies, these capabilities are delivered as end-to-end, tailor-made solutions from a single source.

Martina Balewski, Managing Director of nicos GmbH, welcomes the addition to the executive team: "In Michael Martens, we are gaining an experienced leader who combines deep technological understanding, extensive sales expertise, and a strong customer focus. He will play a pivotal role in driving the ongoing evolution of our sales organisation, building new channels, and positioning the capabilities of nicos and the entire Xantaro Group even more effectively in the market."

Martin Czermin, CEO of the Xantaro Group, also highlights the strategic value of the appointment: "Michael Martens understands the unique requirements of mid-market companies just as deeply as he understands the complexities of international IT infrastructures. His experience and commitment to long-term client relationships align perfectly with our vision: delivering sustainable, end-to-end solutions and services rather than isolated products."

Michael Martens brings extensive leadership and management experience in the telecommunications, technology, and managed services industries. Throughout various executive roles, he has successfully built and expanded sales organisations and guided clients through complex infrastructure and digital transformation projects.

“The strong spirit of trust and collaboration across the Xantaro Group was evident right from our initial conversations,” says Michael Martens on his new role. “The complementary strengths of the group companies form an exceptionally powerful portfolio. I look forward to working with the teams to scale direct sales in the mid-market, establish a robust partner network, and unlock the full potential of the Xantaro Group for our customers.”

He emphasizes that customer needs will remain front and centre: “Our goal is not simply to sell individual products. We aim to thoroughly understand our customers’ specific requirements and co-create tailored, sustainable solutions that deliver long-term value.”

With this strategic appointment, nicos GmbH and the Xantaro Group underscore their commitment to aligning group sales activities even more closely and empowering mid-market enterprises with comprehensive managed services and future-proof IT solutions.

About nicos GmbH

Headquartered in Muenster, Germany, nicos GmbH is a Managed Services Provider for secure, global data communications. The company supports businesses -particularly in the mid-market segment - with the planning, implementation, and reliable operation of international network and IT infrastructures. As part of the Xantaro Group, nicos combines extensive mid-market expertise with the group’s comprehensive technology, security, and managed services portfolio.

For more information, visit: https://www.nicos.group/

About the Xantaro Group

The Xantaro Group comprises nicos GmbH, Xantaro Deutschland GmbH, Xantaro UK, NetDescribe GmbH, and anykey GmbH. The group pools the expertise of these specialised companies to offer consulting, technology, and managed services for secure, high-performance IT infrastructures. Its portfolio spans networking, cybersecurity, observability, automation, as well as platforms and applications.

For more information, visit: https://www.nicos.group/xantarogroup/

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