

Boris Marte appointed Head of Erste Group “Hub”

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Boris Marte has accepted a new job, leaving the Management Board of ERSTE Stiftung for a new position within Erste Group. He developed the innovation centre of Erste Group, which is referred to as the “Hub”, with a team consisting of interdisciplinary experts and heads it.

The objective of the “Hub” is to provide banking clients with an attractive and holistic brand experience. In order to achieve this goal, experts from Erste Group and Erste Bank Oesterreich work in joint effort with experts from the CEE subsidiaries, IT experts and other creative individuals.

In collaboration with this team, Marte will develop a comprehensive, uniform brand experience for all channels (products & services, Internet, mobile phones, marketing, subsidiaries, strategic partnerships).

“The current requirements both, of our markets, but especially of our clients, for us as service providers have changed. We accept these changes to differentiate ourselves more distinctly from our competitors as a financial services institution, but also as a brand,” is how Marte explained his area of work. “We always focus on added value and greater usefulness for our clients in all of our considerations in this context.”

“We have to face the challenges of the future, especially in the area of digital devices, and create added value for our customers. We view this as a strategic opportunity that we need to grasp and I am delighted that Boris Marte will invest his creativity and energy in this endeavor,” said Andreas Treichl, CEO of Erste Group.