

Press Release

New leadership structure to accelerate product innovation and market impact

Zurich, 12th November 2025 – RaiseNow, a leading European SaaS provider for digital fundraising and payment solutions, is strengthening its executive team to drive innovation, market growth, and customer success. The leadership changes, effective since 1st October, mark a key milestone in RaiseNow's journey towards becoming the European market leader in digital fundraising by 2028.

Key information:

- **Product excellence at the core:** *Reginald Rink* steps up as *Chief Product Officer (CPO)*, leading RaiseNow's innovation roadmap and advancing its digital fundraising and payment solutions with a clear focus on user experience and scalability. Working closely with *Chief Technology Officer (CTO) Andrea Bacic-Schaefer*, who joined RaiseNow in mid-2025, to align product vision and technology to deliver a seamless, secure, and forward-looking platform for digital fundraising and payments.
- **Customer success and market growth combined:** *Maxime Bouckaert* transitions from *Chief Sales Officer (CSO)* to *Chief Revenue Officer (CRO)*, focusing even more on aligning sales, marketing, and customer success to strengthen RaiseNow's market presence and deliver measurable value across Europe.
- **Operational transition:** *Patricia Grossmann*, who has served as *Chief Operating Officer (COO)* for the past six years, has decided to take on new professional challenges after a highly successful tenure with RaiseNow. Her responsibilities will be taken over by *Tania Thiebach*, who has served as *Chief Financial Officer (CFO)* since Q3 2024 and will now oversee both the *CFO* and *COO* functions — ensuring operational excellence and continuity in RaiseNow's next phase of growth.
- **Strategic outlook:** The renewed leadership structure positions RaiseNow to accelerate innovation and sustainable growth — moving steadily towards its long-term goals while staying true to its mission: driving change with powerful digital solutions.

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Marco Zaugg, CEO and Founder of RaiseNow, comments on the new leadership structure: “The new Leadership-Team is strengthening RaiseNow’s position as the pan-European leader in fundraising and payment technology. With its innovative solutions, RaiseNow empowers tens of thousands of charities and clubs across Europe with the essential tools to raise funds effectively and process payments frictionlessly.”

Driving innovation and product excellence

With *Reginald Rink’s* new role as *CPO*, RaiseNow is expanding its focus on user-centred product development and technological scalability. His mission is to strengthen the company’s product ecosystem of digital fundraising tools that empower organisations of all sizes to collect donations and process payments efficiently. Together with *Chief Technology Officer (CTO) Andrea Bacic-Schaefer*, Reginald Rink is driving a close collaboration between product and technology teams to accelerate innovation across the entire platform. This set-up ensures that new features are built on a robust and secure infrastructure. *Andrea Bacic-Schaefer* plays a key role in advancing RaiseNow’s technology strategy — fostering cross-team collaboration, modernising core systems, and ensuring that the platform can adapt to the evolving needs of RaiseNow’s changemakers alike.

Reginald Rink, CPO, comments: “Our goal is to make digital fundraising & payment effortless and built to evolve. All value-driven product decisions will simplify the work of fundraisers while enabling them to increase their impact.”

Focus on Customer Happiness

In his new role as *CRO*, *Maxime Bouckaert* will align sales, marketing, and customer success under one strategy. This integrated approach ensures that RaiseNow continues to respond to market needs with agility while delivering tangible value for customers across Europe.

Maxime Bouckaert, CRO, adds: “Our customers drive our success. By focussing on customer happiness and being close to customers and partners it allows us to anticipate their needs, bring the best solutions to market, and create sustainable growth — together.”

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Leadership transition marked by appreciation and continuity

As COO, *Patricia Grossmann* played a central role in building RaiseNow's operational and strategic foundation — leading multiple teams, driving cross-functional initiatives, and guiding the successful integration of *Kolect*, *gettup*, and *Altruja*. Her leadership and dedication were instrumental in transforming RaiseNow into a scalable, high-performing SaaS organisation. With *Tania Thiebach* (CFO), now also taking on COO responsibilities, RaiseNow ensures strong continuity and operational excellence as it enters its next phase of growth.

Marco Zaugg, CEO and Founder of RaiseNow, adds:

"Patricia has been a cornerstone of RaiseNow's growth over the past years. Her commitment, operational excellence and ability to bring teams together have shaped the organisation in lasting ways. We thank her sincerely for her outstanding contribution and wish her continued success for the future."

About RaiseNow

RaiseNow is a leading European SaaS provider for digital fundraising and payment solutions. Since 2015, RaiseNow has supported charities, clubs, and organisations in collecting donations and processing payments securely, efficiently and user-friendly. With integrated payment infrastructure and a strong partner network, RaiseNow enables professional digital fundraising – without technical barriers. More than 54,000 organisations worldwide trust RaiseNow – including Save the Children International, WWF, and Amnesty International.