

## BCG Platinion Expands Its Presence in Central Europe with Office Opening in Vienna

**VIENNA, August 19, 2021**— BCG Platinion, the global strategy consultancy specializing in technology, has announced that it will extend its presence in the European market by opening its 16th European office in Vienna, Austria on September 1, 2021.

In 2000, [BCG Platinion](#) was launched to combine BCG’s strategic perspectives with digital expertise to invent, design, and develop digital products, platforms and solutions. Ever since, the company has leveraged BCG’s network to expand its geographic reach across the globe. It has grown from a Central Europe-focused player to a global consultancy with more than 750 digital experts and offices in 40 locations. To attract even more digital professionals and help its clients conquer their most complex and demanding digital transformations, BCG Platinion will open an office in Vienna, further expanding its presence in Central and Eastern Europe.

BCG Platinion already has a strong presence in Austria, with projects completed from other international offices for various clients in the insurance, banking, and industrial goods sectors. This new office now lays the foundation for a broader offering of top-class IT and cross-industry consulting services by fostering the many existing talents in the Austrian technology industry. The new unit is led by Dr. Christoph Fritsch, Associate Director, who transfers from Munich to Vienna. Fritsch has been with BCG Platinion for over nine years, experiencing first-hand the last years of expansion and growth of the organization.

“I am excited to launch our service offering in Vienna, one of Europe’s greenest and most beautiful cities, and I am thankful for the affectionate reception from my BCG colleagues,” says Fritsch. “Our objective is to merge BCG Platinion’s deep-tech expertise into BCG’s strong offering in the Austrian landscape, pushing cutting-edge digitization and architecture to jointly address our clients’ most crucial digital challenges,” he states.

The opening of the BCG Platinion office in Vienna will further strengthen BCG’s ability to extend its core, local business. By leveraging the digital capabilities of its subsidiary to design, build, and implement platforms, digital products, and IT architectures, BCG Platinion can help unlock its clients’ full digital potential.

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“I am thrilled to welcome BCG Platinion in Vienna. Expanding our footprint, growing the team, and adding further digital capabilities clearly highlights BCG’s growth trajectory,” says Dr. Lukas Haider, Managing Director and Partner, and Office Leader of the BCG Vienna office.

Santeri Kirvelä, BCG Platinion’s CEMA (Central and Eastern Europe, Middle East and Affiliates) Regional Lead, explains that the firm had been planning the expansion into Europe’s fifth-largest city for months, as part of its broader ambitious growth plan for Europe: “In Austria, BCG Platinion aims to grow a strong team in the coming months, and over time we plan to employ more than 30 new colleagues who will be fully integrated into BCG Platinion’s G&A (Germany and Austria) system.”

This latest step in extending BCG Platinion’s capabilities comes after the successful establishment of offices in Italy, the Nordics, [Central and Eastern Europe, North Africa](#) and many other global locations over the last few years. The core BCG office was established in Vienna in 1997 and has continuously grown over the last two decades, underpinning the One BCG value proposition and welcoming other BCG divisions, such as Inverto and BCG GAMMA.

“I am looking forward to many new BCG Platinion colleagues contributing to the very special atmosphere here in Vienna. It is a culture that is characterized both by individuality and a great team spirit, as well as the diversity of many backgrounds,” adds Haider.

“Vienna is a prime location for us to drive the digital development needed to solve the business-critical challenges that our clients are facing. Our services will support clients in meeting their challenges with best-in-class solutions delivered by market-leading experts. I am very pleased that we were able to win Christoph Fritsch to build up and lead our Vienna office. He has made a significant contribution to the development of BCG Platinion Germany in recent years and stands for our expertise in advising leading international companies on complex digitization initiatives,” concludes Rolf Mäurers, COO at BCG Platinion G&A.

#### ABOUT BCG PLATINION

As a part of Boston Consulting Group (BCG), BCG Platinion provides consulting and engineering services in human centric design, IT architecture, development, and implementation of advanced technology solutions that fuel critical transformation and creation of new-generation business models. Today, our presence spans the globe with offices in Europe, North and South America, South Africa, and Asia Pacific.

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#### ABOUT BOSTON CONSULTING GROUP

Boston Consulting Group partners with leaders in business and society to tackle their most important challenges and capture their greatest opportunities. BCG was the pioneer in business strategy when it was founded in 1963. Today, we work closely with clients to embrace a transformational approach aimed at benefiting all stakeholders—empowering organizations to grow, build sustainable competitive advantage, and drive positive societal impact.

Our diverse, global teams bring deep industry and functional expertise and a range of perspectives that question the status quo and spark change. BCG delivers solutions through leading-edge management consulting, technology and design, and corporate and digital ventures. We work in a uniquely collaborative model across the firm and throughout all levels of the client organization, fueled by the goal of helping our clients thrive and enabling them to make the world a better place.

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