

BCG Platinion Grows Its Presence in Central Europe with Office Opening in Zurich

ZURICH, January 24, 2023—BCG Platinion opens its 17th European office in Zurich, giving the global strategy consultancy specializing in technology a presence throughout the whole of Central Europe.

Located in the heart of Zurich, this opening further expands BCG Platinion's global reach, following recent office openings in [Casablanca](#), [Vienna](#), and [Dubai](#). This expansion increases the firm's total number of locations to 40 worldwide.

Established in 2000, [BCG Platinion](#) combines BCG's strategic perspective with bold technology and digital expertise to invent, design, and develop digital products, platforms, and solutions. Currently, more than 800 digital, data, and technology experts at BCG Platinion support clients across all major industries from strategy to execution, helping them to successfully deliver on the most complex and demanding digital transformation agendas.

The new office will bring a broader range of world-class technology and digital transformation capabilities to BCG's already strong portfolio in Switzerland, covering technology strategy and architecture, enterprise solutions, cybersecurity, cloud, and agile technology delivery.

"With the launch of BCG Platinion in Zurich, we've reached an important milestone for our technology offering in Central Europe. Combining BCG Platinion's deep technology expertise with BCG's digital transformation offering in Switzerland, we're uniquely positioned to address our clients' future challenges," says **Jürgen Rogg, Managing Director and Senior Partner, BCG's Technology and Digital Advantage Practice leader in Central Europe**.

The new unit is led by **Lukasz Marganski, Managing Director** with over 20 years of experience in the technology field, who has successfully established BCG Platinion's presence in Central and Eastern Europe in recent years.

"I am excited to bring BCG Platinion's deep technology capabilities to the region," says Marganski. "My objective is to build a team of passionate technology professionals who are driven by using their strategic business perspective and in-depth technology expertise to empower our clients to succeed."

"BCG Platinion enables companies to deeply embed technology in their DNA," says **Joachim Stephan, Managing Partner BCG Switzerland**. "Central Europe, and

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Switzerland in particular, is a unique hub for technology talent. We know the region boasts one of the strongest talent pools in Europe, and BCG Platinion’s investment shows the commitment to driving high-quality tech roles for Switzerland.”

BCG Platinion’s Swiss team will be composed of experienced IT consultants and architects and is set to grow with the exciting prospect of tech-savvy Swiss talent. “With a diverse pool of technology skills, we are building a highly innovative and inclusive team to reflect the organization’s ambition to shape technology leaders.” says **Joachim Engesser, Managing Director and Central Europe Lead at BCG Platinion.**

The move further strengthens BCG’s market position and extends its core local business. It will continue to invest in Central Europe and create sustainable value for clients in Switzerland.

ABOUT BCG PLATINION

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

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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