Media Release

Chain IQ Group AG Elects New Members to Its Board of Directors

Baar, April 30, 2024

Chain IQ Group AG, a leading global independent indirect procurement service company, is pleased to announce the election of two distinguished professionals to its Board of Directors. These elections were officially confirmed during the Annual General Meeting (AGM) 2024.

Chain IQ Group AG officially confirmed Nadine Graf, whose appointment was announced in December 2023, as a new member of the Board of Directors at the AGM. With over two decades of international experience in the fashion, luxury, and beauty industries, Graf brings a wealth of expertise and a proven track record of success to the Board. Currently serving as President of Europe, Middle East, Africa, and India at The Estée Lauder Companies, Graf has made a name for herself as a respected, innovative leader thanks to her exceptional ability to recognize market opportunities, manage risk, and drive strategic growth.

Graf's career includes further key leadership positions at The Estée Lauder Companies. Additionally, she has made lasting contributions to renowned organizations such as Douglas and The Nuance Group. Her proven experience in marketing and branding as well as her ability to implement future-facing business models, drive transformation, and achieve profitable growth are expected to significantly contribute to the success of Chain IQ Group AG.

Additionally, Chain IQ Group AG welcomed Dr. Feiyu Xu, a distinguished, multi-award-winning researcher and trailblazer in the field of Artificial Intelligence (AI), who has held key leadership roles across various organizations. As Senior Vice President at SAP, she oversaw the corporation's transformation as the Global Head of AI from 2020 to 2023, playing a pivotal role in defining and implementing SAP's AI strategy. Before joining SAP, Dr. Xu served as Vice President at Lenovo Group, where she led the AI Lab and shaped Lenovo's overall AI technology strategy. Prior to that, Dr. Xu was a Principal Researcher at the German Research Center for AI (DFKI), focusing on text analytics in the Language Technology Lab based in Berlin.

Dr. Xu's entrepreneurial journey includes co-founding Nyonic, an AI start-up dedicated to industry and business transformation through generative AI solutions. She also managed Yocoy Technologies GmbH, a DFKI spin-off company that she co-founded. Her extensive experience spans the entire innovation cycle, from basic research via AI development to products and their commercialization. In recognition of her contributions, she received a Google Focused Research Award in natural language processing. Dr. Xu holds an MSc in Computational Linguistics from Saarland University (Germany) and a PhD in the same field. Currently, she serves as a Member of the Board of Directors of Airbus Group as well as global technology company ZF Friedrichshafen. Additionally, Dr. Xu serves as Chairwoman of Asia Berlin Forum and is a Member of the Advisory Board of Global Neighbours. With her background, Dr. Xu is ideally equipped to provide valuable input regarding the AI strategy of Chain IQ Group AG and thus contribute to the long-term development of the company.

Claudio Cisullo, Founder and Executive Chairman of Chain IQ Group AG, commented: “I am delighted to officially welcome Nadine Graf, a renowned expert in marketing and branding, and Dr. Feiyu Xu, a leading figure in the field of Artificial Intelligence, to the Board of Directors of Chain IQ Group AG. Both Nadine and Feiyu exemplify outstanding qualities, including comprehensive strategic and entrepreneurial expertise as well as an impressive track record in their respective fields. Their wealth of experience and distinctive abilities will play a pivotal role in preparing Chain IQ for the future and fostering the company’s ongoing success.”

The Board of Directors of Chain IQ Group AG presently consists of the following members: Claudio Cisullo (Founder and Executive Chairman), Walter Stürzinger (Vice Chairman), Stefano Aversa, Nadine Graf, Prof. Dr. Michèle F. Sutter-Rüdisser, Kurt Tenger, and Dr. Feiyu Xu.

Best regards,

Claudio Cisullo
Founder and Executive Chairman



Nadine Graf
President EMEA, The Estée Lauder Companies
Member of the Board of Directors of Chain IQ Group AG
Nationality: Switzerland
Year of birth: 1982

Professional Experience

Since 2024	Chain IQ Group AG ● Member of the Board of Directors
Since 2016	The Estée Lauder Companies ● President EMEA ● Vice President & General Manager EMEA ● Vice President & General Manager Clinique & Darphin EMEA ● Regional Director & General Manager Western Europe
2011–2016	Douglas Group ● Director Global Purchasing & Category / Brand Management
2001–2011	The Nuance Group AG ● Senior Buying & Merchandising Manager Perfume & Cosmetics Europe ● Category Buyer & Merchandise Controller Perfume & Cosmetics Europe
2001–2003	Independent entrepreneurial activity ● Developing and running own start-up business in the food and beverage industry, followed by a successful divestment of the company in 2003
1998–2001	Bata Group ● Assistant sales and retail administration

Education

2001–2003	Swiss Maturity Degree, Business Administration School, Zurich
1998–2001	Retail Trading Business School and apprenticeship, Zurich
1989–1998	Primary and secondary education, Dietikon



Dr. Feiyu Xu
Member of the Board of Directors of Airbus Group and ZF Friedrichshafen
Member of the Board of Directors of Chain IQ Group AG
Nationality: Germany
Year of birth: 1969

Professional Experience

Since 2024	Chain IQ Group AG ● Member of the Board of Directors
Since 2024	Airbus Group ● Member of the Board of Directors
Since 2023	ZF Friedrichshafen ● Member of the Board of Directors
2023–2024	Nyonic GmbH ● Co-founder
2022–2023	German Research Center for Artificial Intelligence (DFKI) ● Member of the Board of Directors
2020–2023	SAP ● Senior Vice President, Global Head of Artificial Intelligence ● Vice President, Global Head of Artificial Intelligence
2017–2020	Lenovo Group ● Vice President, Head of AI Lab
2007–2017	Yocoy Technologies GmbH ● Co-founder
1998–2017	German Research Center for Artificial Intelligence (DFKI) ● Principal Researcher and Head Text Analytics Group ● Senior Researcher and Software Engineer

Education

2015	Habilitation, Big Text Data Analytics
2007	PhD, Saarland University, Saarbrücken
1998	MSc, Saarland University, Saarbrücken
1987–1990	BSc Program, Tongji University, Shanghai

Selected Awards and Prizes

2024	‘Women of the Year 2024’, Focus Magazine, winner for business
2023	‘People of the Year 2023’, Handelsblatt
2021	‘Top 100 Women Transforming Germany’, Handelsblatt
2019	‘Top 50 Women in Tech’, Forbes China
2014	DFKI Research Fellow
2013	Google Focused Research Award

Other Activities and Mandates

- Chairwoman of Asia Berlin Forum
- Member of the Advisory Board of Global Neighbours