

Frederic Schnell Leads Motii Into a New Era as Owner and Managing Director

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Sydney, Australia ? Motii, a global leader in CRM integration and customisation, is proud to announce a significant change in leadership. Frederic Schnell, a seasoned expert in business development and customer-centric strategies, has taken over as new Owner and Managing Director. Schnell?s arrival marks a new chapter in Motii?s journey, positioning the company for continued growth and enhanced service offerings in the technology and sales automation space.

Schnell brings with him a wealth of experience, having most recently served as Associate Director at Morgan Shaw Advisory, where he demonstrated a proven track record of enhancing customer experience and driving business development and sales strategies. His expertise aligns perfectly with Motii?s mission to empower small and medium-sized enterprises (SMEs) by helping them optimise the use of CRM and sales technology, streamline their processes through automation, and foster stronger client relationships.

?We are thrilled to welcome Frederic to the Motii family,? said Ben Fuller, Co-Founder and former CEO of Motii. ?Amber and I have worked hard to build a company that helps businesses reach their full potential through cutting-edge CRM solutions. Finding the right person to continue that mission was crucial. Fred?s extensive background and passion for helping clients thrive make him the perfect leader to guide Motii into this exciting new chapter.?

Schnell has a personal connection to Motii, having been a previous client. He has experienced first-hand the team?s dedication and their ability to help businesses scale and thrive. Schnell worked closely with Motii?s team on a previous project, gaining valuable insights into their operations and deepening his appreciation for its commitment to helping clients succeed.

?As a former client, I was impressed by Motii?s approach to not just sell me a tech solution, but to take the time to understand the business? requirements and build a customised solution that fitted our individual

needs? said Frederic Schnell. ?When the opportunity arose to acquire the company, it felt like a natural fit. I?m excited to lead such a talented and passionate team, and to continue delivering the same level of service that Motii?s clients have come to expect, while also driving innovation and pushing the boundaries of what we can achieve together.?

Under Schnell?s leadership, Motii will continue to focus on helping businesses optimise their sales pipelines, build stronger customer relationships, and leverage technology solutions including Pipedrive, Monday.com, PandaDoc, and JustCall. The company?s primary objective remains unchanged: to enable SMEs to scale efficiently through customised CRM systems and automation tools that improve workflows, unlock data-driven insights, and ultimately increase sales and client satisfaction.

Amber Holmes and Ben Fuller, who founded Motii in 2017, will remain actively involved in the business, ensuring that the company?s core values and client-first philosophy are preserved during this transition. This ownership change will allow Motii to further strengthen its offerings while maintaining the high level of service its clients have come to rely on.

?Our commitment to providing exceptional service is stronger than ever,? added Holmes. ?Fred?s leadership and fresh perspective will enable us to grow and evolve while staying true to the principles that have made us successful.?

The partnership between Motii and Frederic Schnell represents a strategic move to solidify the company?s position as a leading CRM integration provider, especially in its focus on sales teams and SMEs. The entire Motii team is excited to embark on this new chapter, and clients can expect continued innovation in the ways they use technology to streamline operations and achieve business growth.

For more information about Motii and its CRM solutions, please visit www.motii.co.

About Motii: Motii is a global leader in CRM integration and customisation, and Pipedrive?s 2024 Global Partner of the Year. They have been reshaping businesses in Australia, New Zealand and South East Asia since 2017. Motii specialises in helping small and medium-sized enterprises optimise their sales and business processes. Motii helps streamline sales operations by implementing, and enhancing CRM systems including Pipedrive, Monday.com, PandaDoc, and JustCall. This empowers businesses to refine workflows, foster stronger client relationships, and drive measurable results through automation. With a focus on innovation and customer success, Motii has established itself as a trusted partner for businesses looking to unlock the full potential of their sales technology.

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Motii

Motii are Australia, New Zealand and Asia's leading CRM & sales system agency. As Pipedrive's Global Partner of the Year, Motii provide performance optimised CRM implementation, project management, marketing automation, integration and training.

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