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## Former Selecta Managers Join Technology Start-up Invenda Group

Lucerne, 15. September 2020 | The Lucerne-based start-up Invenda Group had a strong start to the summer despite the corona crisis. The successful completion of the financing round during the lockdown and the recent arrival of two executives from Selecta to Invenda underscores the company's potential to revolutionize the vending machine and automated retail industry.



Grégoire Bonnet, Ursina Beerli and Invenda CEO Jon Brezinski.

Invenda Group AG develops software and IoT solutions for automated retail that revolutionizes the consumer behavior. Invenda's patented hardware and software technology optimizes operations and provides continuous data for the retailer. A multi-faceted business with potential in which not only founder Jon Brezinski and his team believe in it, but also customers such as Coca-Cola, Selecta and Mars Wrigley, as well as well-known investors and retail experts are enthusiastic about the possibilities.

### **Potential of IoT in business to consumer (B2C) retail**

One of the new team members is Ursina Beerli who joined as COO at Invenda Group September 1, 2020. As a former Director of Innovation and Business Intelligence at Selecta, she recognized the potential of IoT in B2C sales early on and is fascinated by the possibilities offered by Invenda's solutions. "Only ten percent of vending machines worldwide are connected to the Internet. The market is growing every year and the digitization of the industry is in full swing. We want to be at the forefront of that shift", says Beerli, who among other things has expanded the innovative MicroMarkets concept into a profitable business at Selecta.

### **Shopping experience at the vending machine**

Ursina Beerli is looking forward to working with the Invenda team, which focuses heavily on the quality of their software: "We want to be able to reach consumers with a more targeted and personalized offering. This ultimately leads to a better shopping experience for the consumer and more revenues for our customers." The concepts and technologies are there, now it's time to expand them to more markets, adds Beerli.

### **Typical startup environment**

Grégoire Bonnet, who joined the Invenda team at the beginning of September as the new CFO, wants to help further develop the start-up founded in 2017, into a profitable company. For the former Head of Group Controlling, who among other responsibilities managed the finance integration of acquisitions for Selecta in 2017 and 2018 that more than doubled the company's revenues, the move to Invenda is a personal decision. "Invenda still has that typical startup environment where there is plenty of room for innovation and creativity. This international team is determined to shake up the industry and dares to be unconventional. I like that. At the same time, their products are already top-notch—the best prerequisite for growth and success," says 34-year-old Grégoire.

### **Ready to accelerate**

CEO Jon Brezinski is particularly pleased about the two new managers: "We are now at a point where we can really accelerate. For this we need experienced industry experts like Ursina and Grégoire, who know the market and its potential inside out." Invenda is already active worldwide, but thanks to the new funding in April, it can further scale and expand its market reach. Global demand is growing

despite, and likely as a result of the Corona crisis. Together with partner Intel, the Lucerne start-up launched a fully contactless vending machine with personal protective equipment, where consumers can select, pay for and retrieve products without touching the machine. “The interest of organizations that want to protect their employees and customers remains high with extensive growth potential,” said Brezinski.

### **Partnership with former employer**

Beerli and Bonnet got to know Invenda and thus Jon Brezinski as a Selecta supplier. “They are both customer and partner”, emphasizes Brezinski, as the two companies support each other: Invenda supplies the smart technology to make vending machines fit for the digital age and to create new consumer experiences. On the other hand, Selecta, as the industry’s largest European player, offers a wide network and decades of operational experience.

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### **About Invenda Group AG**

Invenda Group AG was founded in 2017 by CEO Jon Brezinski and is headquartered in Lucerne. The company specializes in the development of software and hardware for automated retail including vending machines, kiosks, and digital signage with enhanced AI and big data features. Thanks to their smart IoT solutions, they enable customers to increase sales on average 67 percent. Advertising, sales, inventory control and logistics become more efficient and cost-effective with Invenda’s software. Invenda sells new machines with integrated software solutions or upgrades existing machines with their retrofit kits. The innovative solution has already received the prestigious EVEX Vending Machine of the Year Award from the European Vending Association.

Invenda’s partners include Microsoft, First Data, Intel, BLOCKv and other technology companies. Existing customers are Coca-Cola, Mars Wrigley, Visa, Selecta and others. Invenda Group AG operates worldwide and has subsidiaries in Serbia, Hong Kong, USA and Canada, all with close ties to the central Lucerne location. In addition to Jon Brezinski's love for Central Switzerland, Invenda counts several regional investors such as Hug Bäckerei AG and the Palmers family, formerly of the Calida and Palmers under garment empire

Invenda's vision is to be the world's leading operating ecosystem for automated retail and to revolutionize the vending machine business with innovation and automation. [www.invenda-group.com](http://www.invenda-group.com)