

Siemens division Mendix names Bospar as North America AOR

Mendix is a low-code application-development platform company opened by German tech giant Siemens.

Words **Thomas Moore**

BOSTON: Software company Mendix has named Bospar as its AOR in North America.

Mendix is a low-code application-development platform company that was acquired by German tech giant Siemens in October 2018 for \$730 million. Low-code technology allows users to design and build software applications using a graphically user interface as opposed to writing code by hand.

Mendix is looking to Bospar to handle three priorities, said Daniel Berkowitz, the company's senior director of global communications.

"Number one is to start to get visibility for us and this [low code] movement in the business press," he said. "What we need more than anything are proof points in the market that low code is ready for prime time in the enterprise world. Number two is [to promote] the Mendix World [conference] that is coming up on September 1. They're going to have to be creative because they have two months to figure that out. The goal is getting 10,000 registered and a lot of that is going to happen through PR and awareness."

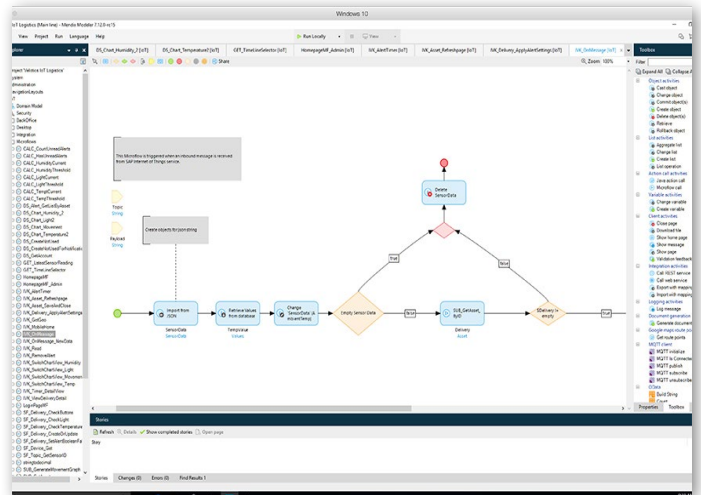
Berkowitz added that the third goal is to optimize awareness in tier-one technology, trade and business media and introduce the company's culture and its technology.

Mendix's month-to-month contract with Bospar is a "good third of our PR budget which is over [\$1 million] and under two," Berkowitz said, adding that Mendix also has PR agencies worldwide.

Mendix had worked with Shift Communications, Berkowitz said. But in May, he gave himself a deliberately short deadline to conduct an informal search, contacting Bospar and one other shop that he did not name.

"We started the search 30 days before appointing Bospar," he said. "[We] separated from our agency, which was a good group, but we just needed a fresh look at the work and how to move the needle."

A Shift representative could not be reached for comment on the account move.



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Berkowitz said the chance to work with Curtis Sparrer, one of the agency's principals, with whom he has had a long professional relationship, made the firm an appealing partner.

"I've wanted to work with Curtis," he said. "It just became time over the last year and a half to make a change and the pandemic accelerated it. For good or bad, the need to build software is [great] right now."