



Press Release

# Doodle sets the course for accelerated growth – Christian Fielitz appointed as new CEO

**With the internationally experienced SaaS executive Christian Fielitz at the helm, Doodle is entering a new phase of growth. From the 1st of May, he will take over leadership of the scheduling platform, bringing extensive expertise in digital transformation, scaling, and global expansion.**

Zurich, April 15, 2025 – Doodle, the globally active provider of professional scheduling solutions, has appointed Christian Fielitz as its new CEO. He succeeds Renato Profico, who successfully led and significantly developed the company over the past five years. After a period of steady growth, Doodle is now placing a stronger focus on international expansion and product innovation – under new leadership.

Christian Fielitz brings more than 15 years of international experience in scaling and managing software and SaaS companies. Most recently, he served as an Associate Partner at McKinsey & Company, where he led the European software and tech practice and oversaw numerous transformation projects across Europe and North America. His focus has consistently been on sustainable growth, operational excellence, and digital innovation.

Daniel Mönch, Chairman of the Board of Doodle AG and Chief Portfolio Manager at TX Group, states: “With Christian Fielitz, Doodle gains a strong leader with proven SaaS and growth expertise. His international experience, strategic vision, and ability to mobilize teams make him the ideal choice for Doodle’s next phase of growth. We look forward to working with him.”

Christian Fielitz adds: “Doodle has the potential to become a global synonym for smart scheduling. I’m excited to work with the team to expand our reach, drive innovation, and open up new markets.”

## **Contact Doodle**

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## **About Doodle**

Founded in 2007 and headquartered in Zurich, Doodle is a professional, global scheduling tool. The Swiss SaaS company employs teams in Berlin, Belgrade, the USA, and Zurich. The main shareholder of

Doodle AG is the TX Group.

[www.doodle.com](http://www.doodle.com)

### **About TX Group**

The TX Group forms a network of platforms and participations that offers users information orientation, entertainment and assistance for everyday life on a daily basis. Its roots lie in journalism with the diverse newspapers of Tamedia and the free media of 20 Minuten. The portfolio is complemented by the advertising marketer Goldbach. The TX Group is an anchor shareholder of the SMG Swiss Marketplace Group and JobCloud, holds majority stakes in Doodle and Zattoo and is an investor in the fintech sector through TX Ventures. Founded in 1893, TX Group has been listed on the Swiss stock exchange since 2000.

[www.tx.group](http://www.tx.group)