

## **AI First: Plan.Net Launches New Business Unit for the Next Stage of Marketing Transformation**

- **Plan.Net Agentic AI bundles international enterprise offerings for AI-powered marketing transformation.**
- **Hadi Lotfi and Konrad Schreiber appointed Managing Directors.**
- **Offering targets comprehensive AI-powered marketing transformation in enterprise environments.**

**Munich, July 8, 2026** – Many companies invest in artificial intelligence, but only a few succeed in systematically generating business value from it. With Plan.Net Agentic AI, the Plan.Net Group is responding to this challenge by launching an independent business unit for AI-powered marketing transformation in the enterprise sector. Hadi Lotfi and Konrad Schreiber will lead the unit as Managing Directors. Together, they will be responsible for the strategic and operational development of the new organization.

Plan.Net Agentic AI supports companies in transforming their marketing organizations holistically through AI. The ambition is end-to-end: the entire value chain is reimagined, from strategy and data intelligence to creation and content supply chains, as well as orchestration, activation, and performance. Instead of relying on isolated AI applications, the new unit focuses on an orchestrated interaction of data, technologies, processes, and responsibilities that makes marketing more effective, faster, and more intelligent as a whole.

The new business unit is aimed at international companies and provides centrally managed access to strategic transformation consulting, decision intelligence, technical implementation, and operational services from across the entire Plan.Net Group. Its offering includes the development of AI-ready operating models, the design and implementation of agentic architectures, the deployment of agent-based systems, and AI-powered production and marketing intelligence solutions. The goal is to support companies in moving from isolated AI applications to scalable, effective processes and to systematically integrate data-driven decision-making into operational marketing workflows.

“AI tools are already being used in many companies. Today’s challenge lies elsewhere: what is missing are robust processes, clear responsibilities, and a scalable setup. Making AI effective across the entire marketing value chain is exactly where Plan.Net Agentic AI comes in. We are creating an offering that does not aim at isolated efficiency gains but at comprehensive marketing transformation,” says **Christian Schmitz, CEO of the Plan.Net Group**. “With Hadi Lotfi and Konrad Schreiber, we have a strong

leadership team that brings together technological innovation, operational excellence, and entrepreneurial scalability.”

With Konrad Schreiber, Plan.Net gains a proven expert in Data & AI Strategy, Generative AI, and AI-based business models. Most recently, he served as Director Artificial Intelligence & Data at Deloitte and previously as Deputy Head of Data & AI at MaibornWolff. Together with Hadi Lotfi, he is responsible for building and scaling a market-ready portfolio of proprietary Agentic AI agents, tools, and workflows, as well as positioning Plan.Net Agentic AI as the central hub for agentic AI solutions within the group. Konrad Schreiber reports directly to Christian Schmitz, CEO of the Plan.Net Group and THE MARCOME ENGINE, who is responsible for the strategic development of Plan.Net Agentic AI.

The new unit works across industries with around forty employees for international enterprise clients, from designing AI-ready marketing organizations to operating productive systems. Plan.Net Agentic AI already manages group-wide AI rollouts in the banking, FMCG, and automotive sectors across multiple markets. While the group’s existing AI offerings continue to focus on standardized applications and smaller or medium-sized companies, Plan.Net Agentic AI is dedicated to international enterprise clients with complex, customized marketing and transformation requirements.

“When systems, data, and responsibilities do not work together, AI initiatives remain isolated solutions. With Plan.Net Agentic AI, we are creating the foundation for an end-to-end operating model and designing the agentic architecture in which AI functions reliably and can be managed effectively. This enables us to orchestrate our clients’ end-to-end marketing transformation while combining innovation, operational excellence, and compliance,” says **Hadi Lotfi, Managing Director, Plan.Net Agentic AI.**

“AI only creates value at the intersection where domain expertise meets technology and people meet machines. We do not build AI alongside the company; we embed it into its data, processes, and architecture. In this way, we turn agentic solutions into scalable business models that transform marketing end-to-end while combining innovation, operational effectiveness, and compliance,” says **Konrad Schreiber, Managing Director, Plan.Net Agentic AI.**

### **Positioning Within the Serviceplan Group’s AI Offering**

The new business unit is part of the Plan.Net Group and belongs to the House of AI, the integrated AI approach of the Serviceplan Group that connects AI tools, specialized agents, and data-driven services across the entire marketing value chain. At the same time, Plan.Net is sharpening its offering for international enterprise clients that seek to prepare their marketing organizations for autonomous AI systems, scale production processes through agents, and automate data-driven decisions from the cockpit to the campaign.

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## **About Plan.Net Agentic AI**

Plan.Net Agentic AI is a business unit of the Plan.Net Group. The unit supports international enterprise companies in embedding AI across the entire marketing value chain, from strategic direction and technical implementation to ongoing operations. As part of the Plan.Net Group, Plan.Net Agentic AI combines consulting, technology, data, and creative expertise into an integrated end-to-end offering for AI-powered marketing transformation.