

FOR IMMEDIATE RELEASE

Ulrik Balling Hansen appointed CEO of DeliveredSoft

WARSAW, POLAND – September 18, 2025 – DeliveredSoft, a European software and consulting firm specializing in Microsoft Dynamics 365, today announced the appointment of former ECCO CIO Ulrik Balling Hansen as its new Chief Executive Officer, effective October 1st. Hansen will lead the company's expansion as a premier partner for enterprise commerce and logistics solutions in Europe.

The appointment signals a strategic focus on addressing key executive concerns regarding the risk and return on investment in large-scale digital transformations. With 17 years of IT leadership experience at the global retailer ECCO, Hansen brings a client-side perspective aimed at ensuring project accountability and delivering measurable financial outcomes. His leadership will focus on moving beyond technical implementation guaranteeing project value:

"As a former CIO, I know what truly matters to customers—because I have been in their position," said Ulrik Balling Hansen. "My focus is not just on technology, but on accountability. Executives need a partner who understands the pressure to deliver value and mitigate risk. I look forward to bringing that perspective to DeliveredSoft, ensuring our solutions deliver real, measurable results for our clients".

“Ulrik has shown that he can both set the direction and enable organizations to succeed with major transformations,” said the company’s owners. “That is precisely the experience we want to bring into play at DeliveredSoft to create more value for our customers”.

Hansen’s approach will extend beyond systems to the organizational culture required for successful adoption:

“Transformation is not only about systems and processes—it is equally about empathy, value creation, and leadership,” Hansen added.

He confirmed that strengthening the company’s solid culture and talented team will be a central focus of his work. At ECCO, he spearheaded the modernization of both infrastructure and business systems, laying the foundation for a data-driven organization. This proven client-side expertise will now be directly applied to guide the success of DeliveredSoft’s customers.

About DeliveredSoft

DeliveredSoft is an expert Microsoft Dynamics 365 Commerce partner for enterprise retail and logistics companies. The company uses a direct, expertise-driven approach to transform complex business challenges into simple, effective solutions. Its core mission is to simplify commerce through deliverability, partnership, and authenticity.

Media Contact

Grzegorz Kulpa

Brand Manager

gku@deliveredsoft.com

+48 577-118-662

<https://deliveredsoft.com/>