

Press Release

Zurich, 22 January 2026

beUnity Restructures Its Executive Management

Ready for the Next Chapter

As of 2026, Alberto Toledo will assume the role of Chief Executive Officer of beUnity AG. The globally experienced growth expert will lead the Swiss company into its next phase of growth. Toledo will be supported, among others, by the newly appointed CTO Osama Abdelmoghni and the outgoing CEO Patrik Elsa, who will focus on his role as Executive Chairman of the Board of Directors of beUnity AG.

beUnity AG is appointing a new Chief Executive Officer: Alberto Toledo. The former Managing Director of Wingtra Corp. will take over the leadership of the Swiss company after beUnity achieved profitability in the DACH market in 2025. With more than 30 years of experience in technology, strategy, and business development – gained in the United States, Brazil, Ireland, and Switzerland – Toledo will lead the beUnity team into international markets: “I am truly excited to begin this new chapter with the company. There is tremendous potential within beUnity, and I look forward to working with the team to unlock it and lead the company into its next phase of growth.”

Toledo’s joining beUnity is no coincidence. As Chief Strategy Officer at Beekeeper, he played a key role in the company’s international expansion for nearly seven years, including building the U.S. sales organization and developing scalable growth strategies. The two companies share a similar DNA: both Beekeeper and beUnity connect people through digital networking. Patrik Elsa, Executive Chairman of the Board of Directors of beUnity AG, looks forward to the new era: “Alberto understands the challenges of fast-growing organizations – and knows what it takes to scale sustainably.”

Osama Abdelmoghni Appointed Chief Technology Officer

To support the company's global orientation, beUnity has also strengthened its leadership team in the area of technology. Osama Abdelmoghni assumes the role of Chief Technology Officer (CTO) with immediate effect. He brings more than 25 years of experience in digital transformation as well as in building innovative technology and AI initiatives to beUnity AG.

With his expertise in cloud and enterprise solutions, Abdelmoghni stands for the development of high-performing, interdisciplinary tech teams and a culture of innovation and accountability. Thanks to his international experience, Osama will drive beUnity's technological excellence on a global scale and ensure that the platform delivers measurable value and enables sustainable growth. Or, as Patrik Elsa puts it: "Osama is a perfect fit for beUnity."

Patrik Elsa Focuses on His Role as Chairman of the Board

The former CEO, Patrik Elsa, remains closely involved with beUnity AG in his role as Executive Chairman of the Board. In this capacity, he is responsible for the company's strategic leadership, actively drives key strategic initiatives, and focuses on long-term corporate development as well as safeguarding beUnity's cultural and entrepreneurial DNA. beUnity pursues the vision of building a global operating system for communities.

The executive management team continues to be completed by Dominik Heusser (Chief Revenue Officer), Marcel Bregenzer (Chief Product Officer), and Quentin Aeberli (Chief Customer Officer).

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