



Karsten Krause-Ablaß becomes CEO of DATALOGUE

Hamburg, 16 March 2026 – The data and marketing consultancy DATALOGUE, part of The Relevance Group, is reorganising its management team: Karsten Krause-Ablaß is taking on the role of CEO.

With Krause-Ablaß, DATALOGUE gains an experienced manager specialising in digital transformation, data-driven marketing and the integration of marketing, sales and technology. The long-standing agency and digital expert has over 30 years' experience in the fields of CRM, marketing, sales and data-driven business models. Most recently, he was Managing Partner at the digital agency TOWA, where his responsibilities included key account management and the expansion of sales and partnerships.

“Karsten will drive DATALOGUE’s strategic development and strengthen its position as the specialist in data-driven growth and customer relevance” says Frank de Beun, CEO for Germany, Austria and Switzerland at The Relevance Group.

DATALOGUE helps companies turn their data into measurable growth. The consultancy combines data strategy, analysis and artificial intelligence with the optimisation of marketing and sales processes. The aim is to better understand customers, manage customer journeys using data-driven insights and derive concrete actions from data – for increased revenue, greater efficiency and sustainable customer relationships.

“Many companies today have more data than ever before – but are not yet making full use of this potential”, says Karsten Krause-Ablaß.

“Our aim is to systematically turn data into revenue – with clear strategies, scalable services and measurable results.”

With its new leadership and strategic direction, DATALOGUE aims to further strengthen its market position as a consulting and implementation partner for data-driven marketing and customer intelligence.

“Data-driven marketing and customer intelligence are among the key growth areas for our group”, says Jan Kaeten, Group CFO of The Relevance Group.

“With its new strategic direction and under the leadership of Karsten Krause-Ablaß, DATALOGUE will further strengthen its market position and drive additional growth within the group.”



DATALOGUE



Frank de Beun (CEO DACH The Relevance Group), Karsten Krause-Ablaß (CEO DATALOGUE), Jan Kaeten (Group CFO The Relevance Group)



Karsten Krause-Ablaß, CEO DATALOGUE



About DATALOGUE

DATALOGUE was founded in 2012 and has offices in Hamburg and Zurich. The company is a consultancy specialising in data-driven marketing and customer intelligence. DATALOGUE helps companies systematically translate their data into measurable growth – from data strategy and analysis, through the use of artificial intelligence, to the optimisation of marketing and sales processes. The aim is to better understand customers, manage customer journeys using data-driven insights, and derive concrete measures from data to drive increased revenue, greater efficiency and sustainable customer relationships. DATALOGUE has been part of The Relevance Group since 2022.

<https://www.datalogue.de/en/>

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About The Relevance Group

The Relevance Group is a European network of specialist consulting and technology firms specialising in data-driven marketing, analytics and customer intelligence. More than 450 data and marketing experts help companies unlock the potential of their customer data throughout the entire customer journey – from insights and strategy through to technology and operational implementation. The group brings together nine specialist companies with offices in Germany, Switzerland and the Netherlands.

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