

Izertis Named Liferay Partner of the Year for Marketing Excellence

January 2025. Izertis has been named the 2024 Liferay Partner of the Year for Marketing Excellence, a significant achievement recognizing partners who demonstrated exceptional success in delivering powerful digital experiences on the Liferay platform. The award was presented on February 4th at Liferay's Sales Kickoff in Athens, Greece, honoring Izertis contributions to empowering organizations to overcome today's complex business challenges.

The Marketing Excellence Partner of the Year Award honors partners who excel at driving Liferay solution sales through innovative and integrated marketing campaigns, showcasing a deep understanding of their target audience and achieving measurable results.

Joaquín Cabezas, Director of Software Solutions: "Our marketing strategy with Liferay stems from a deep understanding of the platform, an early commitment to new trends, and a relationship model based on mutual trust and collaboration".

Award winners were carefully selected through a rigorous evaluation process, which included how they positively influenced business outcomes, expanded market reach, and invested in marketing and sales efforts for Liferay solutions.

"We are delighted to celebrate our partners' achievements as we honor our Partner of the Year Award winners across the globe," said Linda Hartman, VP of Partnerships at Liferay. "<Izertis> has demonstrated innovation, commitment to our joint customers, and open collaboration towards building a thriving ecosystem together with Liferay."

Partners are crucial to Liferay's Go-To-Market (GTM) strategy and successful delivery, bringing deep expertise in Liferay's product capabilities. Liferay's robust partner ecosystem is dedicated to customer success and empowers organizations to accelerate their digital transformation journeys.

About Liferay

Liferay helps organizations build for the future by enabling them to create, manage, and scale powerful solutions on the world's most flexible Digital Experience Platform (DXP). Trusted globally by over a thousand companies spanning multiple industries, Liferay's open-source DXP facilitates the development of marketing and commerce websites, customer portals, intranets, and more. Learn how we can use technology to change the world together at liferay.com.

About Izertis

Izertis is a technology consultancy that offers high added value solutions through a complete portfolio of technological and methodological capabilities, standing out in environments such as AI, Cybersecurity, Data & Intelligence, Customer Experience, DevOps, Cloud, Software Engineering, Quality Assurance, Hyper Automation, IT Sourcing, Business Solutions, Blockchain, Project & IT Governance and other enabling technologies for digital metamorphosis processes.

Founded in 1996, **Izertis** currently has around 2,000 professionals distributed across its offices in Europe and the Americas. In November 2019 it joined BME Growth.