

Nunatak joins Artefact - Robert Jacobi becomes CEO in Germany.

Paris, France, and Munich, Germany – September 8th, 2026 – Artefact, a leading global consulting firm for data and AI transformation, today announced it has completed the acquisition of The Nunatak Group, a Munich-based strategy consultancy specializing in digital and AI transformation. The move makes DACH one of Artefact's fastest-scaling markets with an enhanced leadership team to accelerate growth: as part of the transaction, Nunatak founder Robert Jacobi becomes CEO of Artefact Germany, with a mandate to more than triple the business in DACH by 2030.

Co-founded in Munich in 2011 by [Robert Jacobi](#), The Nunatak Group has established itself as a trusted advisor to the C-suites of Germany's, Austria's and Switzerland's leading corporations, notably in the Financial Services and Insurance, Manufacturing, Commerce and Media sectors. Its team of over 50 consultants and AI engineers, based in Munich, Berlin and Zurich, supports clients across four practices: AI Strategy & Growth, People & Organization, Operating Models, Marketing & Sales Transformation, and its AI & Data Lab, complemented by the Nunatak AI Academy, its executive training arm. The firm is led by Robert Jacobi, Founding Partner, alongside Managing Directors [Manuel Halbing](#) and [Fabian Goebel](#).

Robert Jacobi, Founder and CEO of The Nunatak Group, says: *"With Artefact, we have found a strong global partner that will allow us to significantly expand our offering in the DACH region and grow faster. Nunatak is a pioneer in the effective use of AI, and that is the expertise we now bring to this partnership. Throughout my career as an entrepreneur, one thing has always driven me: transforming organizations so they are fit for the future. That is only possible with technology that people actually use. That is exactly what our joint offering is about."*

This acquisition brings further momentum to Artefact's growth in the DACH region, following the acquisition of [Explore AI](#) in October 2025 and the most recent opening of offices in Munich and Berlin. The Nunatak Group's presence in Munich creates a platform to consolidate and scale Artefact's activities in a very strategic hub in Germany, while also strengthening Artefact's fast-growing Zurich office. The acquisition is part of Artefact's wider buy-and-build push to consolidate Europe's fragmented data and AI consulting market, following its acquisitions of Belgian data science firm [Agilytic](#) and process-automation specialist [OFI Services](#), as it assembles a pan-European platform with the scale to serve the continent's largest corporations end to end.



Vincent Luciani, Co-founder and Executive Chairman of Artefact, added: *"This partnership marks a decisive milestone in Artefact's strategy to triple in size by 2030, in which DACH is bound to play a central role. Putting Robert at the helm of Artefact Germany, leading a newly formed group of 6 partners gives us the leadership and the platform to become the leading data and AI consulting partner for German corporations by the end of the decade."*

For large corporations in the DACH region, the combination of Artefact and The Nunatak Group creates a single end-to-end AI transformation partner - from board-level strategy, through human-centered change management and upskilling via the Nunatak Academy, to the industrialization of AI at scale. It also deepens Artefact's access to key sectors including financial services, insurance, media and energy.

This acquisition also carries a symbolic dimension. By bringing together a French-founded global platform and one of Germany's most respected transformation consultancies, Artefact and The Nunatak Group are reinforcing the technological ties between two of Europe's largest economies at a moment when the continent's push for digital and AI sovereignty has never been more pressing. As Europe seeks to build the industrial and technological capabilities to compete on its own terms, closer Franco-German cooperation on AI and data is not just a business opportunity - it is becoming a strategic necessity.

Edouard de Mézerac, Group CEO of Artefact, commented: *"This is about building the AI backbone Europe's industrial champions need. We are already working across the rich and diverse ecosystem of German companies, across sectors, with a particular focus on Industrials and Manufacturing - supporting groups like EBM-Papst and Schaeffler on their AI transformation journeys. Many of these companies operate across dozens of countries, which is exactly why Artefact's presence in 27 countries matters: it is what allows AI to move from pilot to scale, wherever our clients operate."*

About The Nunatak Group

With offices in Munich, Berlin and Zurich, strategy consultancy The Nunatak Group helps companies make artificial intelligence, data and digital technologies work effectively for their customers and employees. Across its AI Strategy & Growth, People & Organization, and Marketing & Sales Transformation practices, Nunatak combines strategic consulting with operational execution to deliver measurable business impact. This is complemented by the AI & Data Lab, which implements use cases, and the Nunatak Academy, which provides AI management education.

For more information: www.nunatak.com



About Artefact

Artefact is a leading global services company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data & AI transformation that sits at the intersection of consulting, data science, AI technologies, and marketing, to drive tangible business results across the entire enterprise value chain. With over 2,500 employees in 27 countries, Artefact delivers end-to-end solutions – from data strategy and governance to the deployment of AI Factories at scale.

For more information: www.artefact.com

Press Contacts

Artefact: Nicolas Fossiez, nicolas.fossiez@taddeo.fr

The Nunatak Group GmbH: Laureta Mullaali, laureta.mullaali@nunatak.com

