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move technology and CS Alignment Open New Pathways for Innovation in the Construction Machinery Sector

move technology GmbH, a company specializing in the integration of energy solutions, mobility, software, and AI, is intensifying its collaboration with CS Alignment, a consultancy focused on frameworks and strategic direction in the machinery and industrial sectors. The joint goal is to accelerate transformation in the construction machinery industry and to develop entirely new solutions and business models.

“CS Alignment helps us understand the decisive framework conditions in the construction machinery sector – from technology and connected machines to regulatory and economic aspects. With CS Alignment’s extensive experience, we can implement our projects for green energy systems, innovative drive technologies, and digital business models even more effectively,” explains Tom George, Managing Director of move technology GmbH.

Christian Sorko, founder of CS Alignment, also highlights the added value of the partnership: “move technology brings a unique combination of expertise in energy, mobility concepts, software development, and AI to our collaboration. This versatility allows us to integrate cross-domain technologies – enabling ideas that go far beyond existing standards. Together, we are creating the foundation for solutions that combine technical excellence with new business models and shape the industry in a sustainable way.”

Background: Green Transformation and Connectivity in the Construction Machinery Market

The construction machinery sector is undergoing profound change. Alongside the EU’s CO₂ regulations, electrification, hydrogen technologies, digitalization, and connected fleets are gaining increasing importance. At the same time, new business models are emerging – from “Equipment-as-a-Service” to data-driven fleet and energy services.

This is precisely where the combination of traditional machinery expertise with approaches from energy, software, and AI creates enormous opportunities. The collaboration between move technology and CS Alignment addresses this need: to establish practical frameworks and foster innovations that are both ecologically and economically sustainable.

“I look forward to working with move technology – and especially with Tom George and Dr. Jörn Seebode, who bring exactly the right pace to successfully drive change,” says Sorko.

About move technology GmbH

move technology is an innovative solutions provider for projects in the fields of green energy and smart AI applications. The company actively supports its clients from the initial study through strategic refinement and precise specification to the successful implementation and international market launch of innovative products. With extensive industry expertise, move technology empowers its clients in complex high-tech projects and pioneering technological fields – including sustainable mobility and transport solutions, tailored software development utilizing artificial intelligence, and the design of modern energy systems.

By developing its own products and scaling them globally with strong partners, move technology accelerates the transition to environmentally friendly energy, more efficient processes, and innovative product scenarios. At the same time, the company actively supports its clients in achieving their CO₂ targets and contributes to the realization of the United Nations Sustainable Development Goals (SDGs). Through this commitment, move technology strengthens its clients' competitiveness and makes a significant contribution to global CO₂ reduction.

About CS Alignment

CS Alignment represents the expertise of Christian Sorko, who draws on more than 30 years of experience in the construction and construction supply industries – including 18 years in C-level roles. His credo: speak the language of the industry, understand its structures – and not only plan transformations but also bring them to life.

CS Alignment supports companies in phases of change and growth, providing clarity, sharpening focus, and aligning organizations consistently with customer needs. Particular emphasis is placed on the connection between strategy, structure, and impact – and on inspiring people to embrace change.

A key success factor is also the strong network of partners that Christian Sorko has built over decades in the construction, machinery, and industrial sectors, as well as in technology and energy environments. This network creates access, trust, and additional expertise for impactful transformation.