

# News Release



## **Peter Dyrbusch New Sales Director for Information Services**

- **Reinforcement of new customer business**
- **Primary focus areas: SAP Hosting on Demand, Workplace Management and Application Management Services**

On August 1, 2012, Peter Dyrbusch took over as Information Services Sales Director for BASF in Europe. In this function he will be responsible for the continued expansion of business activities with customers outside of the BASF Group.

"This market remains a strategically vital sector for BASF. We are very pleased to have acquired Peter Dyrbusch, an outstanding expert in the branch and an experienced sales professional," says Dr. Ralf Sonnberger, Managing Director of BASF IT Services GmbH. "We're convinced that his expertise and excellent network will successfully expand our business."

"Our customers expect reliable and flexible solutions which let them react quickly to dynamic market developments. Examples here are SAP Hosting on Demand, Workplace Management and the area of Application Management Services," explains Dyrbusch. "I'm looking forward to expanding existing customer relationships together with the BASF IT Services Team and acquiring new customers for sustained profitable growth."

Dyrbusch has many years of management and sales experience. Before joining BASF he was with Hewlett-Packard GmbH as Director of Business Development in the Enterprise Services division.

Dyrbusch gained his initial experience in the IT sector at the beginning of his career, working as Sales Manager at NCR GmbH.

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He then moved to British Telecom Germany GmbH, first as Account Manager and then as Branch Office Director in Mannheim and Frankfurt. Other career stations include Lufthansa Systems Infratec GmbH and Unisys Deutschland GmbH, where as a member of the Managing Board he was responsible for sales and marketing of outsourcing business.

Before his formal studies, the 45-year-old Graduate in Business Management (*Diplom Kaufmann*) completed vocational training in the chemical industry as an Industrial Business Management Assistant (*Industriekaufmann*). He is married and has two sons.

**About BASF IT Services Holding GmbH:**

With the brand "Information Services – connecting to create value" BASF has consolidated its many years of experience in design, setup, integration, optimization and support of IT systems. In Europe these IT services are provided by BASF IT Services Holding GmbH. The company is a wholly-owned subsidiary of BASF with approximately 2,300 employees and annual turnover of approximately € 481 million Euro (2011). BASF IT Services Holding GmbH is certified under the international quality management standard ISO 9001:2000 as well as under the international standard for information security ISO 27001:2005. Additional information is available in the Internet at [www.information-services.basf.com](http://www.information-services.basf.com).

**About BASF:**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success, social responsibility and environmental protection. Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society. Our products and system solutions contribute to conserving resources, ensuring healthy food and nutrition and helping to improve the quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF posted sales of about €73.5 billion in 2011 and had more than 111,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).