

Press Release

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NEW MANAGEMENT AT SENSOR-TECHNIK WIEDEMANN GMBH

Kaufbeuren, 9 June 2020 – On 1 June 2020, Christoph Zöller took over the new position as Chairman of the Management Board at STW. He and Christophe de Bary jointly form the future management of the company. While de Bary is responsible for Finance and IT, Zöller will focus on the strategic orientation and development of the company, being responsible for Development, Production, Sales, Marketing and Central Services.

With Christoph Zöller, Dipl. Ing. in Electrical Engineering, STW has been able to bring in a manager with more than 25 years of experience in the management and strategic positioning of globally operating companies in the field of automation technology.

Many years of expertise in technological development, from classic sensor technology to control and drive technology, from application to real project implementation, characterize and distinguish Mr Zöller.

With regard to the definition and new orientation of business models, for example for market-specific system solutions, STW will benefit from Zöller's know-how in the marketing of automation solutions in the application environment of mobile machines. His experiences will also further the company's goals in the context of new digitization strategies.

Zöller's motivation for joining STW was to be able to develop a clear vision and successful strategy for the future of STW in today's paradigm shift, combined with the possibilities a medium-sized company offers.

In a digitalized world that is advancing at a rapid pace, this means placing new innovative topics – something that STW already stands for today – in a customer-oriented and market-driven

Making mobile machines perform.

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manner. And, one thing is certain: The company's future success is based on the competence, performance and reliability of all employees.

The common goal of the shareholder Sonja Wiedemann and the Managing Directors is to launch sustainable programs in the area of high-tech products, services and solutions by means of a consistent strategy. The focus remains on the claim to provide customers with innovative products of the highest quality.

Caption

Image 1: Christoph Zöller (left), Christophe de Bary (right)

Image 2: Sonja Wiedemann

About STW

As an internationally active company with Headquarter in Kaufbeuren, we stand for the digitalization, automation and electrification of mobile machines for 35 years. With generic or customer-specific products, systems and solutions developed and manufactured at our headquarters in Germany, we support our customers with innovative technology on their way to making their machines the best in the world.

Supplemented by partner products and accompanied by our training, support and system teams, we help medium-sized companies and large OEMs to increase the performance and efficiency of their machines and increase safety. Through communication between machines, connectivity with our cloud platform and additional partner services, we enable the integration of mobile machines into business processes.

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