

Press information

Selux AG pushes ahead with realignment with focus on the exterior business in Europe



Berlin, March 2019 - As a result of focusing on the development of premium quality, smart lighting solutions for the exterior sector in Europe, Selux AG is realigning its sales organization in terms of personnel and content.

In this context Ralf Knorrenschild, member of the Executive Board responsible for Sales and Marketing, is leaving the Board of Selux AG. The Supervisory Board and Executive Board of Selux AG thank Ralf Knorrenschild for his commitment over the past two years and wish him all the best for the future.

As part of the realignment of the Sales organization, Andreas Straub will assume the position of "Head of Global Sales & Marketing". In this function, he will report directly to the Executive Board of Selux AG. Born in Konstanz in Southern Germany, Andreas Straub brings more than 20 years of experience in sales and management in international groups and in medium-sized companies, including as Executive Board Member for Sales and Marketing at Vorwerk Germany and Vice President for Central Europe at Dräger Safety. With his immense passion for people and technology, Andreas

Seite 2

Straub has successfully realigned sales and marketing organizations on several occasions in his previous functions.

On March 1, 2019, Alexander Hartlieb assumed the position of Head of Sales Germany. In his previous positions at Schröder, Siteco and most recently Zumtobel, Alexander Hartlieb gained many years of industry and management experience in sales. With Alexander Hartlieb, the company has a proven expert in the sales of exterior lighting.

Ingo Gesenhues has been in charge of customer service and the newly established Project Order Centre at Selux AG since January 2019. Ingo Guesenhues boasts more than two decades of management experience in customer and field service in the lighting industry, including at Philips and Ansorg.

“With Andreas Straub, Alexander Hartlieb and Ingo Gesenhues, we have now acquired our candidates of choice for the realignment of the sales management team at Selux AG. Their passion for exterior lighting combined with their expertise and experience and our reliable workforce will enable the Selux plans for future growth to progress, ensuring a successful future for the Selux Group,” explains Jürgen Hess, Member of the Executive Board of Selux AG.

Caption:

The new port promenade in Hamburg, photos: Martin Zitzlaff

March 2019
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