### **MEDICAL TECHNOLOGY IN FOCUS**

### Stefan Eiselein appointed new Managing Director of LAUDA Medical

Lauda-Königshofen, May 17th, 2021 – Stefan Eiselein is the new Managing Director of the newly founded company, LAUDA Medical GmbH & Co. KG, based in Lauda-Königshofen. The 56-year-old qualified computer scientists will take over the role from the President and CEO of the LAUDA group, Dr. Gunther Wobser, who has temporarily held the position since LAUDA Medical was founded. Stefan Eiselein was most recently Chief Digital Officer and Chief Corporate Development Officer at Vogel Communications Group GmbH & Co. KG, a renowned specialist media company and B2B communication service provider from Würzburg.

Through the new company, LAUDA Medical, LAUDA will specialize in technology for the medical market. Its first development project is a technologically brand new, innovative hypothermia device to stabilize patient temperature during heart surgery. LAUDA has supplied devices to a leading manufacturer of heart/lung machines for over 40 years, and will continue to expand this partnership. In addition, LAUDA wants to build a reputation as an independent brand for precise temperature control on the growing medical market.

“Stefan Eiselein was responsible for managing and driving forward digital development at Vogel Communications for many years. During this time, he built up several new business areas from scratch and worked successfully with start-ups. I first became aware of him in 2017,” explains Dr. Gunther Wobser. “I am confident that he will actively shape the development of our new business unit for medical devices, and especially that he can make an important difference when it comes to digital solutions, user integration and subsequent sales development,” says the President & CEO of LAUDA. “The medical technology industry is a growing market. Digitalization is just one of the drivers of this development. I’m very pleased to acquire a new international business field with LAUDA Medical,” says Stefan Eiselein, commenting on his new role.

**About LAUDA**

We are LAUDA - the world leader in precise temperature control. Our constant temperature equipment and heating and cooling systems are at the heart of many applications. As a complete one-stop supplier, we guarantee the optimum temperature in research, production and quality control. We are your reliable partner, particularly in the fields of automotive, chemical/pharma, semiconductor and laboratory/medical technologies. We have been inspiring our customers for more than 65 years with our competent mentoring and innovative, environmentally-friendly concepts - new every day and all over the world.

**Figure 1: pic\_\_LAUDA\_Stefan\_Eiselein\_21-04-30\_roh**

Stefan Eiselein is the new Managing Director of LAUDA Medical GmbH & Co. KG, founded in 2021.

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