### **GROWTH STRATEGY WITH CLEAR RESPONSIBILITIES**

### Dr. Ralf Hermann appointed new Managing Director at LAUDA

Lauda-Königshofen, April 01, 2022 – LAUDA DR. R. WOBSER GMBH & CO. KG is reinforcing the management of the successful family-owned company as of April 01, 2022. The previous general manager and authorized signatory, Dr. Ralf Hermann will manage the world market leader in temperature control equipment and systems together with the President and CEO, Dr. Gunther Wobser, Dr. Marc Stricker (COO) and Dr. Mario Englert (CFO). As Chief Sales Officer, Dr. Ralf Hermann will consolidate the company's customer-oriented activities with the departments of Area Sales International, Key Account Management, Project Management Plant Engineering, E-Commerce & Inside Sales, Service and Product Management, thereby making a contribution to achieving the ambitious goals. In addition, he will assume responsibility for the company’s distribution companies in the management team.

The appointment of Dr. Hermann is an important measure of the comprehensive Drive250 strategy project, which will enable LAUDA to position itself for the future. The family-owned company is aiming to meet the requirements of a modern, agile industrial company with an offensive growth strategy, a clear, comprehensible structure and a significant reduction in the complexity of processes and products.

Dr. Ralf Hermann has been General Manager for Constant Temperature Equipment since 2017. In this role, the Doctor of Biology is responsible for the most important constant temperature equipment division, the service division and the management of the company's distribution companies. Before joining LAUDA, Dr. Ralf Hermann worked for Eppendorf AG in Hamburg, most recently as a member of the Managing Board.

“Dr. Ralf Hermann has managed LAUDA’s largest business unit with great professionalism for a long time and has played a decisive role in shaping our market success in recent years. As Managing Director for Sales, Service and Product Management, he will drive forward the further development of our product portfolio, international sales and business development,” says President and CEO, Dr. Gunther Wobser.

Dr. Ralf Hermann is very conscious of his responsibility: “I’m looking forward to the new challenge and the opportunity to play a key role in the implementation of our Drive250 strategy project. The new structure and the process optimizations already underway will help us achieve our ambitious growth targets."

**Figure 1: pic\_Dr. Wobser, Dr. Stricker, Dr. Englert, Dr. Hermann\_2022-02-24.jpg**

Group picture of the enlarged LAUDA management team: from left to right The President and CEO, Dr. Gunther Wobser, together with Dr. Marc Stricker, Dr. Mario Englert and Dr. Ralf Hermann. / © Christoph Weiß/lauda.de

**Figure 2: pic\_Dr. Ralf Hermann neuer CSO bei LAUDA\_2022-02-24.jpg**Dr. Ralf Hermann is the new CSO at LAUDA. / © Christoph Weiß/lauda.de

**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.

**Press contact**

We are more than happy to make prepared information about our company, the Factory Gallery and our projects in the area of innovation promotion, digitalization and idea management available to the press. We look forward to hearing from you – just give us a call!

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