

Press Release

New Managing Director Sales and Marketing

Heinz-Werner Schmidt returns to Stiebel Eltron

Heinz-Werner Schmidt will become new Managing Director for Sales and Marketing at the Stiebel Eltron Group from 1 September 2023. The 62-year-old will thus lead the Stiebel Eltron Group as second Managing Director together with the Chairman of the Management Board, Dr. Kai Schiefelbein, who will continue to be responsible for Technology, Customer Service, Finance, Purchasing and Human Resources. "We are very pleased to have won Heinz-Werner Schmidt, an absolute professional and industry expert, for this task", says Dr. Ulrich Stiebel, Chairman of the Supervisory Board.

Heinz-Werner Schmidt has extensive professional experience in the home comfort sector, especially in the heating industry – and also experience at Stiebel Eltron: from 2009 to 2014 he was responsible for the subsidiary tecalor. Previously, he worked for Buderus and Nibe, among others; most recently, he was CEO for all brands of the Dutch BDR Thermea Group represented in Germany (Brötje, Remeha, SenerTec). "The fact that Heinz-Werner Schmidt had already worked for our company for a number of years made the decision easier for both sides," says Dr. Kai Schiefelbein. "Heinz-Werner Schmidt knows Stiebel Eltron, the markets and the products, and we in turn know about his professional and human qualities." Schmidt has also been active on the board of the German Heat Pump Association for almost 20 years.

Dynamic market environment with major challenges

"Considering the extremely dynamic market environment, both nationally and internationally, especially in the heat pump sector, we are convinced that with Heinz-Werner Schmidt we will be able to successfully master the challenges ahead of us and continue on the growth path we have taken," says Dr Ulrich Stiebel. In 2022, the group had exceeded the billion mark in turnover for the first time. Stiebel Eltron plans to invest around 670 million euros worldwide by 2027, including around 450 million euros in Germany.

About STIEBEL ELTRON

Stiebel Eltron, founded in 1924, is one of the leading companies in the market for renewable energies, heating and home comfort, with annual sales of over one billion euros.

As a family company driven by innovation, Stiebel Eltron follows a clear focus in the production and development of products - for environmentally friendly and efficient home comfort. With around 5,500 employees worldwide, the company consistently relies on its own know-how from product development to production. The result is efficient and innovative solutions for domestic hot water, heating, ventilation and cooling. Stiebel Eltron manufactures at its main site in Holzminden (Lower Saxony), in Hameln (Lower Saxony), in Freudenberg (North Rhine-Westphalia) and in Eschwege (Hesse), as well as at five sites abroad (Arvika/Sweden, Tianjin/China, Ayutthaya/Thailand, Poprad/Slovakia, West Hatfield, Massachusetts /USA).

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Picture 1:



Caption:

Heinz-Werner Schmidt will become new Managing Director for Sales and Marketing at the Stiebel Eltron Group from 1 September 2023.

In case of any question please contact:

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