

Press Release

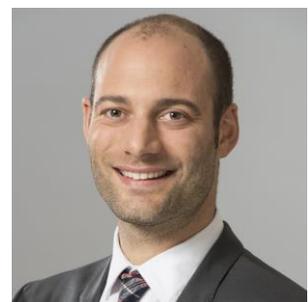


Häcker Kitchens expands executive team

Gisela Rehm is new marketing director,
Simon Hartwich new director of human
resources

26 October 2016. Häcker Kitchens is stepping up the pace of its growth and has created two new executive positions to strengthen its team. Simon Hartwich will be joining the company as new director of human resources on 1 November 2016, followed by Gisela Rehm as new marketing director one month later.

Häcker Kitchens has created two new areas of responsibility in HR and marketing to underpin its expansion activities, which it will continue to push ahead with in both domestic and export markets. Exactly 220 new members of staff have been hired since 2015 alone, and the company currently employs 1,400 people at its Rödinghausen site. The newly created director of human resources position is intended to further professionalise HR management and development at both national and international level. Simon Hartwich will be responsible for this department and thus complete the team from 1 November 2016.



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The 32-year-old psychology graduate studied at Bielefeld University. For the last two years he was head of the HR team at August Storck in Halle, prior to which he spent three years as HR officer at Follmann Chemie in Minden. At Storck, he was responsible for the HR department, introduced a management development concept and conducted training courses on leadership culture. Mr Hartwich also took care of the changing needs of trainee staff by devising and introducing e-learning tools for apprentices.

“We are delighted to have found such an implementation-oriented, entrepreneurially-minded HR director. With his positive outlook, Mr Hartwich is an asset for our family company,” says managing director Jochen Finkemeier.



Gisela Rehm is new marketing director

One month later, on 1 December 2016, the second new executive position will be filled when Gisela Rehm joins the company. Together with approx. 30 other members of staff, she will develop new strategies and impetus for marketing, expand training activ-



ities and continue to grow the already strong planning department. Karsten Bäumer continues to be in charge of communications and PR.

At Häcker Kitchens, Ms Rehm will be able to build on her wide-ranging experience in the kitchen industry, where she has worked at both national and international level. As head of marketing at SMEG Hausgeräte GmbH, her responsibilities included the company's marketing strategy for Germany and Austria. Ms Rehm also launched the SMEG Academy, which offers training courses and programmes for dealers, conducted promotions at the point of sale and sparked consumers' enthusiasm for the company's household appliances with a cookery school. She was also in charge of expanding online marketing activities and establishing a cross-border marketing exchange between international organisations. Previously, Gisela Rehm worked at BSH Bosch Siemens Hausgeräte for 15 years: as product manager for small appliances, she was responsible for the entire product cycle – from market analysis and development of the marketing strategy all the way to launch. She also gained international experience as USA sales director at Kitchen Resource.

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“We look forward to welcoming Ms Rehm to the company. She is an experienced and creative expert with international experience in our industry,” says Markus Sander, Managing Director Sales and Marketing at Häcker Kitchens. “With this breath of fresh air and our successful team, we will continue to press ahead with our marketing, training and planning activities.”



About Häcker Kitchens

Based in East Westphalia – the heart of the German kitchen furniture industry – the owner-run family company Häcker Kitchens has been producing modern fitted kitchens at its site in Rödinghausen since 1965. In 2015, more than 1,400 employees generated turnover of 466 million euros, with exports currently accounting for approx. 38 percent of sales. The company's development is characterised by continuous growth and forward-looking investments. It currently supplies more than 60 countries across all continents with kitchens "Made in Germany". Two product lines aimed at different market segments are available to the specialised trade: classic and classicArt in the entry-level segment and systemat and systematART in the mid and upper price categories. A wide range of built-in appliances from the Blaupunkt brand, to which Häcker Kitchens holds the sole rights, puts the finishing touches to the product offering.

Press Contact

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Shortcut / Post

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Captions



HaeckerKuechen_Rehm



HaeckerKuechen_Hartwich



HaeckerKuechen_Finkemeier



HaeckerKuechen_Sander