



## **KULZER REORGANISES BOARD OF MANAGEMENT**

**With the introduction of lean management, agile working methods and the close involvement of customers in product development, Kulzer has laid the foundation for a future-proof position in recent years. Now the company is taking the next step and changing the responsibilities in the management as of 1 June. With this, the company wants to achieve greater dynamism and be able to act in a more focused way.**

Hanau/10.05.2023. In the future, all areas from incoming orders and production to delivery and customer service will come together under the newly created position of Chief Operating Officer (COO), which will be taken over by the current Chief Human Resources Officer (CHRO) Jeanette Abuja. Marc Berendes: "I am delighted to be able to win Jeanette Abuja for this task. With her many years of extensive experience in process optimisation, she will further improve our operations in a way that provides customers with our high-quality products and services even faster." The position of Chief Human Resources Officer (CHRO) will be filled in the near future.

### **Changes in sales and marketing**

For Kulzer, innovation is a core competence to meet the needs in practice and laboratory. Therefore, product development, support and marketing are also moving closer together. Since 2019, these areas have already been working in agile, cross-functional teams – now the reporting line is also being adapted: Dr Sascha Cramer von Clausbruch will lead the areas in future as Chief Innovation and Marketing Officer (CIMO).

To further strengthen customer relations, Kulzer's sales organisation will report directly to CEO Marc Berendes in the future. The functions of Chief Sales Officer and Chief Marketing Officer will be dissolved; Stefan Klomann and Matthias Borst will leave the company as of 1 June. "Thanks to his many years of sales experience, Matthias Borst has a clear picture of what customers expect today and has consistently geared sales activities to this. Stefan Klomann has been bringing his extensive marketing knowledge to the dental market for two decades. Thanks to his expertise and creativity, we have succeeded in the pandemic in leveraging our digital channels, creating new formats, and thus staying close to our customers. Both have set a significant course in the past years and made an important contribution to Kulzer's success. I am very grateful for their extraordinary commitment," emphasises CEO Marc Berendes.

The other functions within the Board will remain unchanged. CEO Marc Berendes: "With the reorganisation of the Board of Management, we are taking an important step towards implementing our Strategy 2030 and our goal of being even closer to our customers. We are convinced that these changes will help us to further accelerate our growth and consolidate our position as one of the world's leading suppliers of dental products."

**The Kulzer Board of Management as of 1 June:**

Marc Berendes, Chief Executive Officer (CEO)

Clemens Hoess, Chief Financial Officer (CFO)

Jeanette Abuja, Chief Operating Officer (COO)

Dr Sascha Cramer von Clausbruch, Chief Innovation and Marketing Officer (CIMO)

Dr Tadato Oritani, Executive Vice President Corporate Co-ordination

NN, Chief Human Resources Officer (CHRO)

**Illustrations:**



Marc Berendes, Chief Executive Officer (CEO)



Clemens Hoess, Chief Financial Officer (CFO)



Jeanette Abuja, Chief Operating Officer (COO)



Dr Sascha Cramer von Clausbruch, Chief Innovation and Marketing Officer (CIMO)



**KULZER**  
MITSUI CHEMICALS GROUP



Dr Tadato Oritani, Executive Vice President Corporate Co-ordination

### **Kulzer GmbH**

As one of the world's leading dental companies, Kulzer has been a reliable partner for all dentists and dental technicians for more than 85 years. Whether aesthetic or digital dentistry, tooth preservation, prosthetics or periodontology, Kulzer stands for proven and innovative dental products. With optimal solutions and services, Kulzer aims to support its customers in restoring their patients' oral health safely, easily, and efficiently. To this end, more than 1,400 employees work at 26 locations in the areas of research, production, and marketing.

Kulzer is part of the Mitsui Chemicals Group. The Japanese Mitsui Chemicals Inc (MCI), headquartered in Tokyo, includes 131 subsidiaries with more than 18,000 employees in 27 countries. Its innovative and functional chemical products are in demand in the automotive, electronics and packaging industries as well as in environmental protection and healthcare.

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