

PRESS RELEASE

Pfannenberg appoints Chief Innovation Officer

Tobias Merl is the Chief Innovation Officer and a member of the management team of the Pfannenberg Group with immediate effect.

Hamburg, 13 February 2020. As of January 1, 2020, the electrical engineering specialist Pfannenberg has appointed Tobias Merl as the Chief Innovation Officer (CIO) of the Pfannenberg Group. In this newly created position, Dr. Merl is responsible for increasing the innovative capacity of the medium-sized company as part of the management team. He will be reporting directly to Andreas Pfannenberg, who is the CEO of the Pfannenberg Group.

Dr. Tobias Merl has a PhD in industrial engineering. Dr. Merl started his professional career as a management consultant at Competence Centrum mittelständische Industrie (CCMI), where he spent 5 years advising and optimising industrial companies before moving to Pfannenberg in 2016. As Business Development Manager, he was responsible there for the development of product management and opening up new business fields. With his new position, Dr. Merl is taking over the global management of Development, Product Management and Market Intelligence.

“With Tobias Merl, we have acquired the ideal person to fill our new position of Chief Innovation Officer. Dr. Merl has extensive know-how in establishing organisation, culture and change. I am pleased that Dr. Merl has an in-depth insight into our company and is able to avail himself of an existing network of suppliers and customers. With his expertise, he will help our company to adapt to the ever-increasing rate of change in market requirements and strengthen our future viability,” explained Chief Executive Officer Andreas Pfannenberg.

Pictures and captions:



Dr. Tobias Merl: Tobias Merl is the new Chief Innovation Officer of the Pfannenberg Group and, as part of the Management Board, is responsible for increasing the company's innovative capabilities.

About Pfannenberg

Pfannenberg is a medium-sized company which provides innovative and high-quality electro-technology for industry. Today, the company belongs to the global players of this industry with its headquarters in Hamburg, Germany and its locations in Brazil, China, England, France, Italy, Russia, Singapore and the USA. The product portfolio comprises components and system solutions for the thermal management of electrical enclosures, chillers, visible and audible signaling technology and custom solutions. A special highlight in the Pfannenberg portfolio is the designed illuminations which are commissioned by architects, designers, and urban and spatial planners (<https://www.pfannenberg.com/en/solutions/industries/art-illumination/>).

You can find more information about Pfannenberg on: <http://www.pfannenberg.com>

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