

Press Release

New CSO at SCHWIND eye-tech-solutions **Lars Ederleh takes responsibility for global Sales and Marketing**

Kleinostheim, Germany, July 2023

SCHWIND eye-tech-solutions GmbH has just strengthened its extended management team. Lars Ederleh has been in charge of the company's sales and marketing operations as Chief Sales Officer (CSO) since July 2023. Bringing more than 20 years of international experience in laser technology, he will work with his team to support SCHWIND's growth strategy.

After graduating in engineering, Lars Ederleh began his career in the product management and research & development departments of a laser-based solutions provider for the technology industry. He then was responsible for the sales, marketing, and service departments of various business units. Most recently, as Chief Sales Officer, he managed the international sales of a leading supplier of laser-based machine solutions and process developments. Over the course of his career, he has acquired profound experience in a large number of transformation processes and in the networking of teams at an international level.

In his new position at SCHWIND, Lars Ederleh is responsible for the activities along the entire customer journey. His goal is to bundle strengths in sales and marketing in order to make full use of potential and accelerate growth. Together with the SCHWIND distributors, he wants to further expand the international sales network and, with his team, drive the commercialisation of existing and new business fields on a sustainable basis.

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"Lars Ederleh offers both specialist know-how and an understanding of the future requirements of our market. We have gained a particularly experienced sales expert with a solid marketing background, profound experience in change management and a great passion for cross-functional teamwork. We look very much forward to working with him to further extend our global market position and increase demand for SCHWIND technologies in our target markets," said SCHWIND CEO Domenic von Planta.

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