

## Press Release

**Supervisory Board appoints Dr. Christoph Hiller**

### **New Board Member for Sales & Marketing at LAPP**



Dr. Christoph Hiller is the new member of the board responsible for Sales & Marketing at LAPP

Stuttgart, 17 January 2022

With effect from 1 January 2022, the Supervisory Board of Lapp Holding AG has appointed Dr. Christoph Hiller (56) as member of the board responsible for Sales and Marketing. He will assume responsibility from Andreas Lapp, Chairman of the Board of Lapp Holding who has taken on this role on an interim basis.

“We have set very ambitious growth targets for the coming years. Therefore, it was necessary to significantly strengthen the Sales and Marketing division in order to be able to better leverage the potential of our international sales companies. We are delighted to have been able to recruit Dr. Hiller for this task. He is an outstanding expert with a wealth of international experience. And he knows how family companies work”, emphasises Siegbert E. Lapp, Chairman of the Supervisory Board at Lapp Holding AG.

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Dr. Christoph Hiller has worked for Festo SE over the past 25 years. Among other things, the Esslingen native was Sales Manager for Europe for ten years and later Co-Managing Director in China. He was most recently responsible for global sales strategy as Senior Vice President of Global Market Management. He is married with two children. "LAPP has a very good reputation as a family company and the portfolio is extremely exciting. With my wide-ranging experience, I can certainly provide many new impulses in Sales and Marketing and thus continue to support LAPP's growth course," said Dr Christoph Hiller.

Andreas Lapp, Chairman of the Board of Lapp Holding AG, adds: "Our maxim is to always put the customer first. If the customer is successful thanks to our solutions, then we are successful too. With Dr. Hiller's expertise on our side, we want to inspire our customers even more and position LAPP even stronger as a global player."

**You can find the image in printable quality [here](#)**

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### About LAPP:

Headquartered in Stuttgart, Germany, LAPP is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. The company's portfolio includes standard and highly flexible cables, industrial connectors and cable entry systems, customized system solutions, automation technology and robotics solutions for the intelligent factory of the future, as well as technical accessories. LAPP's core market is in the industrial machinery and plant engineering sector. Other key markets are in the food industry as well as the energy and the mobility sector.

LAPP has remained in continuous family ownership since it was founded in 1959. In the 2019/20 business year, it generated consolidated revenue of 1,128 million euros. LAPP (including also non-consolidated entities) currently employs approximately 4,575 people across the world, has 20 production sites and around 43 sales companies. It also works in cooperation with around 100 foreign representatives.

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