

Bahlsen GmbH & Co. KG - Podbielskistraße 11 - 30163 Hannover

Sebastian Biedermann
Communication Manager

T +49 (0)511-9 60-23 70
M +49 (0)160-5 18 56 93

sebastian.biedermann@bahlsen.com
www.thebahlsenfamily.com

Press Release

08 July 2020

New group marketing structure

Bahlsen puts brand building and innovation at the heart of the company

Bahlsen Group
Corporate Communications

Podbielskistraße 11
30163 Hannover
Deutschland

Bahlsen announced their newly reorganised Group Marketing function, which is part of a wider strategy for the company to strengthen their global brands and increase innovation.

Phil Rumbol, the recently appointed CEO said: "We have great products, but I believe there is an opportunity to make our brands even stronger. Now is the time to re-discovering the spirit of distinctive marketing and innovation on which the company was founded. These organisational changes are the first step in putting brand building and innovation at the heart of the company."

To achieve this, Bahlsen will create two separate Group Brand and Innovation teams to enable one to focus more single-mindedly on brand custodianship, and the other on developing innovative new products.

Claire Sutton has been appointed as the new Marketing Director and will lead this dedicated Group Brand (and Insight) team with immediate effect. "What I'm most looking forward to is getting stuck in to the challenge of growing our brands internationally - in Germany and beyond. Our clear objective now is to ensure our products are as well known outside of Germany as they are within it."

It was also announced that the current Global Brand Officer Willem de Bruijn will leave the company at the end of the month after his current role was split into a number of smaller roles. Phil Rumbol said: "Willem has played a leading role in putting more focus on our brands and I'd like to take this opportunity to thank him for his contribution and wish him the best for the future."

Other organisations changes include the installation of HERMANN'S¹ inside the Bahlsen company. To reflect their dual role as the organization's innovation hub and external networking space this team will be called HERMANN'S FOOD STUDIO and be based in Berlin.

¹HERMANN'S was set up in 2017 as a restaurant and a platform for food innovators, start-ups and consumers and as an innovation consultancy within the food sector.
(www.hermanns.com)