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Press Message

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Cathrin Kröll takes the reigns from Horst-Dietrich Kraus - Changeover in marketing at Pilz

Ostfildern, 26.09.2024 - **Change in management of the Marketing and Communications department at Pilz: from 1 October 2024, Cathrin Kröll will be responsible for the automation company's marketing activities as Vice President Global Marketing. She succeeds Horst-Dietrich Kraus, who is passing over the reigns after 30 years.**

With Cathrin Kröll (43), the family business was able to appoint a successor from within its own ranks to the role of department head: Cathrin Kröll, previously Senior Manager International Marketing Management, has worked at Pilz for 19 years in various areas of sales and marketing. From 1 October, she will be Vice President Global Marketing at Pilz. As such, in future she will be responsible for global marketing and communication for the safe automation solutions supplier.

Horst-Dietrich Kraus (64) had previously held the position for 30 years. In that time, he built up the marketing department and played a key role in developing Pilz into a leading brand for safe automation. Horst-Dietrich Kraus will remain with the company: he will take on the position of Senior Manager Brand Protection and be responsible for the international protection of the brand Pilz, and Pilz brands.

"Marketing and communication have always been very important to Pilz. They make a lasting contribution to our company's success. This change in marketing management fills me with gratitude: firstly, for what Horst-Dietrich Kraus and his team have achieved in the past. And secondly, because we have been able to fill this position so well with Cathrin Kröll. Imaginative marketing remains a hallmark of Pilz," says a delighted Susanne Kunschert, Managing Partner of Pilz GmbH & Co. KG.



Caption: From October 2024, Cathrin Kröll will take on the role of Vice President Global Marketing at the automation company Pilz. She takes over from Horst-Dietrich Kraus. (Photo: © Pilz GmbH & Co. KG)

You can find texts and images for downloading at:

<https://www.pilz.com/en-INT/company/press/messages/articles/242856>

Pilz - The Spirit of Safety

Pilz is a global supplier of products, systems and services for automation technology. As a pioneer of safe automation, Pilz creates safety for human, machine and environment. Founded in 1948, today the family business with its head office in Ostfildern is represented worldwide with 2500 employees in 42 subsidiaries and branches.

The technology leader offers complete automation solutions for Safety and Industrial Security on the machine. These include sensor, control and drive technology – as well as systems for industrial communication, diagnostics and visualisation. An international range of services with consulting, engineering and training completes the portfolio. Pilz solutions are used in many industries beyond mechanical engineering, such as intralogistics, packaging, railway technology, or the robotics sector for example.

Pilz in social networks

In our social media channels we give you background information concerning the company and the people at Pilz, and we report on current developments in Automation Technology.



<https://www.facebook.com/pilzINT>



https://twitter.com/Pilz_INT



<https://www.youtube.com/user/PilzINT>



<https://www.xing.com/companies/pilzgmbh%26co.kg>



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