



24. August 2021

## Simon Richenhagen appointed Head of Marketing

Werlte, August 2021 – Simon Richenhagen (31) has been appointed Head of Marketing of the Krone Commercial Vehicle Group with effect from 1st August 2021. Richenhagen, who has worked in the Marketing department at Krone since 2016, most recently as Brand Manager, focused predominantly on the development of digital marketing concepts and on the brand positioning of Krone.

“In recent years, Simon Richenhagen has further developed the Krone brand and given it a strong position, particularly in the digital environment. We are therefore delighted that he – together with the dynamic team – will now sustainably and creatively drive the further internationalisation and digitalisation of the Krone brand,” says Dr. Frank Albers, Managing Director Sales & Marketing.

Simon Richenhagen is looking forward to the new challenge: “We aim to make our marketing even more digital in the future. Our goal is to create customer-oriented marketing that offers our customers and potential new customers added value in every interaction with Krone. In doing so, we have to master the balancing act between automation of marketing processes and our physical proximity to the customer.”



**If you have any questions, please do not hesitate to contact me.:**

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