

SN 2022/43 - Global Industry Segment Manager - Printing

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Key Information

Ronny Guber will take on the challenge as our new Global Industry Segment Manager – Printing

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| Author(s) | Fredrik Holmberg Ronny Guber |
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Intensifying activities in the printing industry

We are pleased to announce that Ronny Guber is appointed to the position of Global Industry Segment Manager - Printing in addition to his current role as Global Industry Segment Manager - E-Mobility.

B&R continues to position itself as a solution provider and thus stand out from its competitors, so the importance of a strategic focus on industry segments is growing. The target is to create additional value for B&R and our customers by understanding industry-specific challenges and responding to the needs of our target customers by using their language. The Global Sales Strategies team is expanding its activities to include the printing industry segment, which is very important for B&R. In terms of revenue, the printing industry is currently in third place. The individualization of print products and increasing digitization are challenging manufacturers. We have to defend and further expand our good position.

As a Global Industry Segment Manager, Ronny Guber will have the possibility to share his experience and support sales globally. Ronny has 16 years of B&R experience and has been supporting several projects in recent years. In particular, the experience gained from the coating of electrodes can be directly transferred to the printing industry.

Do not hesitate to reach out to him at Ronny.Guber@br-automation.com.

Please join us in wishing Ronny all the best in his position!