

Julian Bohry new Head of Marketing at Einhell Germany AG

Landau an der Isar, July 23rd, 2020 – Back at the start of May 2020, Julian Bohry took on the role of Head of Marketing at Einhell Germany AG in Landau an der Isar. His main attention will be focused both nationally and internationally on the continued strategic development of the brand and its positioning, as well as on the sustained strengthening of brand awareness.

A marketing expert for the leadership team at Einhell

New Head of Marketing Julian Bohry (36) will be heading up the Marketing and Corporate Communications department of Einhell Germany AG in the future.

From early in his career Julian Bohry has specialized on brand communication and PR, and for the last twelve years he has collected a wealth of valuable experience in the field of brands, senior management, and sales at top-tier companies, primarily for agencies. Most recently, the Duisburg-born marketing expert worked for five years at international sports marketing company Infront Sports & Media AG in Salzburg as Head of Marketing.

“We are delighted to welcome Julian Bohry to our management team. Not only is he a marketing expert with longstanding expertise, but he also brings genuine creative flair to the role. Together with him and his extensive know-how, we will sharpen national and international awareness for the brand Einhell and continue to expand our product strategy. We are absolutely certain that we have found the ideal person for the job in the form of Mr. Bohry,” explains CEO Andreas Kroiss.

“I am looking forward to exciting times with interesting new tasks and challenges for me at Einhell Germany AG. Together with my team and as a partner of BMW i Motorsport, we will seek out new ways to further strengthen the global positioning of the brand Einhell and continue the company’s success story.” Julian Bohry, Head of Marketing at Einhell Germany AG.

About Einhell Germany AG

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. By continuously expanding our innovative rechargeable battery platform Power X-Change, we are now already the market leader in the area of cordless tools and garden equipment. We set new standards in terms of the endurance, performance and safety of our products and inspire our customers by offering excellent value for money, first-class customer service and the freedom of cordless operation for all their DIY projects.

For more information, please visit us online:
www.einhell.de.

Press contact:
Monika Aigner
Tel.: +49 9951 942 826
E-mail: monika.aigner@einhell.com

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