

## **Dr. Christoph Urban new Director of IT and Digitalization at Einhell Germany AG**

*Landau an der Isar, July 2, 2019 – The supervisory board of Einhell Germany AG has appointed Dr. Christoph Urban as Director of IT and Digitalization with effect from July 1, 2019. He has already held a managerial post in the Einhell Group since 2002.*

### **New board member for the areas of IT and Digitalization**

Dr. Christoph Urban was appointed on July 1, 2019 by the supervisory board of Einhell Germany as the Director of IT and Digitalization and is responsible from this time on for the new strategic area of Digital Organization within the group. Furthermore, his tasks will also cover further operational and functional development of IT architecture across the group both in terms of hardware and software, along with further creation and expansion of international service structures as part of the implementation of the product and brand strategy.

Urban completed his university studies in IT with a minor in economics at the University of Passau and completed his doctorate at the chair of Operations Research and System Theory to qualify as a Doctor of Natural Sciences.

Now 49 years old, Dr. Urban has held a managerial post at Einhell since 2002. Since 2005 he has been responsible for the area of IT across the group of companies, which supports all companies internationally with their own, mutually compatible IT systems. Dr. Urban was appointed CEO of iSC GmbH, a full subsidiary of Einhell Germany AG, on April 4, 2014. iSC GmbH is responsible for the areas of IT and Service for the entire Einhell Group.

Dr. Christoph Urban is joining the existing executive team around Chairman of the Board of Directors Andreas Kroiss, CFO Jan Teichert and Director of Technology Dr. Markus Thannhuber.

### **About Einhell**

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:  
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