

Christian Strebl named Chief Commercial Officer and Member of the Executive Board at family-owned company GRAEF

- » Industry expert will be part of newly formed steering circle
- » Focus on international expansion, brand architecture and product portfolio

(Arnsberg, 30th November 2022) A surprising reshuffle shakes up the home appliances industry: Traditional German manufacturer GRAEF from Arnsberg is signing up Christian Strebl (49), who last served as international CEO of Severin Elektrogeräte GmbH (Sundern), from the start of the calendar year 2023. In his role as Chief Commercial Officer at GRAEF, Strebl will be member of the newly formed steering circle. His objectives will include continuing to drive the company's international expansion as well as further developing and future-proofing its brand architecture and product portfolio. "We are proud that with Christian Strebl we have been able to enlist a long-standing industry expert for the small appliances segment," says Hermann Graef apropos of the hire. "Christian Strebl stands for absolute continuity. He will help us take a big step forward in terms of strategic and operational excellence."

New steering circle at GRAEF

Strengthening the core markets in the DACH region and systematically advancing internationalization will be the focus of Christian Strebl's new activities at GRAEF. In addition, he will strategically focus on the areas of brand architecture and product portfolio in order to further strengthen the traditional company at the home of its production in Germany. For this purpose, GRAEF is founding a new steering circle around Christian Strebl, which will be complemented by Stephan Küster (CFO) and Ralf Brauckhoff (Operations Management). Together with the owner family, the circle will be responsible for strategic decisions and the operational business of the company. Hermann Graef comments: "We could not have imagined a better candidate for our newly established steering circle: With his consistent sales and specialist retail orientation, international market knowledge and strategic vision, Christian Strebl will take us to a new level in the team."

"GRAEF is a great family business, looking back on more than 100 years of success and managed by the fourth generation of family members. The company is known as a specialist and top brand in the industry. It set the

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GRAEF

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Hermann Graef is proud to have won the industry expert for GRAEF.



Management is looking forward to getting started with the new steering circle.

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course early for the necessary responses to the current global situation as well as the stringent positioning of the brand. And that's exactly what I like about the new challenge: At GRAEF, the thinking is long-term, solid and value-oriented, and work with the teams takes place in a culturally excellent environment. Together, we want to explore the opportunities that lie in further internationalization and expansion of the product portfolio. I am convinced that there are great opportunities right now for brands with a good image and clear positioning," says Strebl, a father of two.

About the new CCO:

Christian Strebl began his career at Hans Einhell AG. He then worked for Laurastar Deutschland GmbH, where he held several management positions in sales over the years. After a stint at Petra Electric, Strebl joined De'Longhi Deutschland GmbH in October 2007. Here his achievements included decisively contributing to the success of the De'Longhi, Kenwood and Braun brands in his role as Commercial Director. Since August 2017, Strebl has worked for Sundern-based company Severin – most recently as CEO. In his directing roles, he substantially shaped Severin's restructuring process and drove forward many product innovations. Generally credited with building the company's brand and product structure, he enabled Severin to transform from a project-oriented company to a brand of international stature.

Further information on Gebr. GRAEF GmbH & Co. KG is available at www.graef.de and on the company's social media channels.



About the Gebr. GRAEF GmbH & Co. KG:

Founded in 1920, Gebr. GRAEF GmbH & Co. KG from Arnsberg is one of the leading manufacturers of cutting machines for private and commercial use. In 2020, the traditional company celebrated its 100th anniversary. In 2022, the fourth-generation family-owned business started the year with a new brand claim: "For today. For tomorrow. For you." The new claim underlines GRAEF's philosophy and also holds an important message for the future. Thanks to many years of expertise, technological know-how, and absolute passion, GRAEF stands for durable products meeting the highest standards of quality and design. The company's greater vision: to become the most popular and sustainable supplier of cutting technology and kitchen appliances and thereby inspire customers to practice a sustainable lifestyle.

The innovative products of the Arnsberg-based manufacturer have repeatedly set industry standards, especially its all-in-one slicers for private households. The GRAEF company also supports consumers in their daily indulgence with portafilter espresso machines, coffee grinders, kettles, choppers, dehydrators, blenders, an ice cream maker and a multi-grinder. Nationally and internationally, its products are known for high-quality workmanship, durability, user-friendliness and sophisticated design. They have been awarded the most coveted design prizes many times and repeatedly achieved top marks in product tests. Since 2004, GRAEF has been named "Brand of the Century" multiple times – most recently in 2022, after already receiving the Plus X Award for "Best Brand of the Year 2020" and the Plus X Award for Sustainability in 2022. Also in 2020, the kitchen appliance manufacturer collected the most Plus X Award seals of approval within its product group and was named "Most Innovative Brand 2020".

GRAEF

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More information

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