

Freinberg, 7 February 2022

New Sales Director Appointed

- *Experienced sales professional to become a member of General Management*
- *Reorganisation of international sales*
- *CEO Hartwig: Higher demand requires firm economic punch*

By appointing a new sales director, Schwarzmüller Group expands its general management from two to three members. Markus Wieshofer, previously managing director of Rosenbauer Österreich GmbH, will become the new head of all sales activities of Schwarzmüller Group. Although his new position will not start until 1 June, there is constant interaction with the company already. “We are restructuring international sales and need the new head to be part of it. We are delighted to have Mr. Wieshofer with us to add his professional sales experience and success to our organisation”, Schwarzmüller CEO Roland Hartwig said today, Monday, 7 February, at the Hanzing headquarters in Freinberg near Schärding (Upper Austria).

After his training as industrial management assistant at Rosenbauer Österreich, a sales and service company selling its products directly to fire brigades, Markus Wieshofer, born 1975, stayed with the company and served various functions. In 2010, he became the head of sales and, in 2014, the company’s general manager. In 2015, he was also appointed sales manager for Central and Eastern Europe at Rosenbauer International AG and kept that job until 2018.

Increasing interest from our customers demands firm economic punch

It will be one of the new sales director's responsibilities to restructure international sales of Schwarzmüller Group. To significantly improve its customer support, the company will rearrange its sales regions in Germany and Austria and restructure its sales office organisation and processes. Extending the modular system is aimed at facilitating vehicle configuration. And last but not least, all sales partners will be integrated in the IT landscape for speedier electronic order handling. "Even during the pandemic, we are noticing an increasing demand for our trailers. We want to answer this demand by improving sales effectiveness", Hartwig gave as reason for this head-on approach. The Group sells over 10,000 vehicles a year in 21 countries. This makes Schwarzmüller Europe's biggest niche manufacturer of trailers.

Team of three to manage the Group

The new sales director expands the Group's management team from two to three persons. Apart from CEO Roland Hartwig and Markus Wieshofer, there is also Mag. Michael Hummelbrunner, Schwarzmüller CFO since 2021.

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Markus Wieshofer appointed new sales director of Schwarzmüller Group.

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*Roland Hartwig has been CEO of
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About Schwarz Müller

Schwarz Müller Group is one of the biggest suppliers of commercial trailers in Europe. Mainly serving the premium vehicle market, the company sets industry standards: with 150 years of expertise, it has become the leading specialist for individual transport solutions in areas that have high aspirations. With vehicles from the two Schwarz Müller and Hüffermann brands, the company supplies the construction sector, infrastructure companies, the raw materials and recycling industries and long-haul transport businesses.