

PRESS RELEASE

Management change at Rutronik Austria: Gernot Simon becomes new Country Manager



Image: Focusing on the distributor's future together: Christian Zotter (left) hands over country management to Gernot Simon (right), but will remain with the company in an advisory capacity.

Ispringen, June 25, 2024 - Extra mile for Rutronik: The Rutronik Elektronische Bauelemente GesmbH appoints Gernot Simon as the new Country Manager in Austria from June 1, 2024. He succeeds Christian Zotter, who worked in this position for the distributor for over ten years. Gernot Simon is a long-standing employee who has been with the company for 20 years and has held a number of positions. Finding long-term, partnership-based solutions, stable, and healthy growth paired with a sense for innovation and new growth markets are attributes that have characterized Rutronik Austria in the past and for which the company will continue to stand.

Strategically, Gernot Simon sees great potential for the Austrian market in the market segments of e-mobility, renewable energies and medical technology: "Austria plays a pioneering role in the field of renewable energies, especially with regard to biomass cogeneration. But there are also many customers in Austria with innovative approaches and great potential in the field of electrified drives and related technologies such as BMS or charging infrastructure."

Gernot Simon continues: "In future, our focus at Rutronik will be on providing even greater technical support to our customers with our regional team. Above all, this includes design-in in close cooperation with our focus manufacturers."

In addition to the expansion of new vertical market segments, the new Country Manager will focus on stable supply to customers with the best fitting components, establishment of new technologies, e.g. Artificial Intelligence, new customer acquisition, and the best-in-class service of existing customers: as it's all about our heterogeneous customer structure that characterizes Rutronik in Austria - with long-standing business relationships on the one hand and growth opportunities with newly established companies on the other.

“His many years of experience with Rutronik, as well as his extensive network of customers and manufacturers from a wide range of industries, makes Gernot Simon the best fit for this position,” says Christian Zotter, former Country Manager and new Business Development Consultant at Rutronik Austria, with confidence.

PRESS CONTACT

Agentur Lorenzoni GmbH
Melanie Nagy

+49 8122 55917-16
melanie@lorenzoni.de
www.lorenzoni.de

**Rutronik Elektronische
Bauelemente GmbH**
Dr. Alena Kirchenbauer
Team Leader International
Communication

+49 7231 801-1417
alena.kirchenbauer@rutronik.com

ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and for more than five decades the independent family-owned company based in Ispringen (Germany) stands for sustainable growth with a focus on high-growth future markets. In the fiscal year 2023, its around 1,900 employees generated sales of 1.24 billion euros, serving more than 40,000 customers.

With more than 80 offices worldwide and logistics centers in Austin (Texas), Shanghai, Singapore, and Hong Kong, Rutronik ensures comprehensive customer support in Europe, Asia, and North America. The company focuses on high-growth future markets that will shape the world of electronics tomorrow. These are Advanced Materials, Advanced Measurement, Processing & Analytics, Advanced Robotics, Automation, Biotechnology, Energy & Power, Future Mobility, IIoT & Internet of Everything, Industry 4.0, Medical & Healthcare, and Transportation, Logistics & Supply Chain.

To serve customers in these future markets, the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK IT ELECTRONICS, RUTRONIK POWER, RUTRONIK SMART, and RUTRONIK SYSTEM SOLUTIONS initiatives bundle expertise, specific product portfolios, and consultancy support. In this regard, Rutronik relies on customized solutions that are tailored to the respective needs. The services range from competent technical support in product development and Design-Ins, through the diverse product portfolio of leading manufacturers, to the company's software and hardware solutions with partly patented Rutronik IP.

Customized logistics systems, reliable supply chain management, and logistics centers worldwide ensure on-time delivery. The Rutronik24 e-commerce platform completes Rutronik's range of services.

Further information is available at www.rutronik.com. The new [corporate film](#) also provides exclusive insights into the history and development of Rutronik.

