**Press Release**

Date June 2021

Topic Stabilus business unit Industrial presents new Head of Global Marketing

**Christian Kirchbaumer is the new Head of Global Marketing**

**of the Stabilus business unit Industrial**

On April 1, 2021, Christian Kirchbaumer took over the position of Head of Global Marketing in the business unit Industrial of the Stabilus Group. In addition to Stabilus as the umbrella brand, this business unit also includes the brands ACE, Fabreeka, General Aerospace, Hahn Gasfedern and Tech Products. These are primarily known for products and services in automation control, vibration and motion control, as well as safety products. Stabilus and its subsidiaries provide industrial customers with a unique range of solutions for components and services under one roof. With countless solutions, many of those customized, shocks and vibrations are absorbed, wear is reduced and processes are optimized.

In 2016, Stabilus began to drive business with industrial customers by acquiring various brands. On one hand, these users, their constructions and designs benefit from the wide range of high-quality, high-performance components which the business unit Industrial can provide. On the other hand, they also benefit from the combined experience and innovative solutions of the development and sales teams, which are brought together under the direction of Stabilus, global market leader for gas springs, dampers and electromechanical drives.

Christian Kirchbaumer has 15 years of professional experience in various positions in international marketing and comes with the relevant experience of rebranding, brand positioning and digital marketing. Over the next months, he will shape the globally active marketing teams of the newly formed Stabilus business unit Industrial into a globally networked marketing unit, additionally supporting the planned expansion in Asia. Jürgen Roland, long-time managing director of ACE Stoßdämpfer GmbH and Vice President and Head of Stabilus Industrial, comments: “We will communicate our specialized brands and their benefits for industrial customers and at the same time bring them closer together under a uniform roof. Thus, the affiliation to the international market leader Stabilus becomes even more visible."

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**Portrait and caption**

Portrait Christian Kirchbaumer ACE Stossdaempfer GmbH STABILUS.jpg



Christian Kirchbaumer, new Head of Global Marketing of the Stabilus business unit Industrial

**Picture right**

ACE Stoßdämpfer GmbH

**Links**

<https://www.stabilus.com/industrial-machinery-and-automation>

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