**Karl Heckl appointed Executive Vice President Germany at LAPP**

**New impetus for sales**

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Karl Heckl is new Executive Vice President Germany at LAPP

Stuttgart, April 24th, 2019

With a sales share of almost 30 percent, Germany is LAPP's most important sales market. In order to get the organization into even better shape both strategically and structurally to face the challenges of the future, Karl Heckl took over the responsibility for sales in Germany as Executive Vice President Germany in September 2018.

"Karl Heckl has extensive experience in sales and market management as well as in automation. With his great international know-how, he can continue to support us on our growth course and enrich our sales team with new impulses," says Matthias Lapp, Managing Director of U.I. Lapp GmbH and CEO for the LA EMEA region (South America, Europe, Middle East, Africa).

Karl Heckl previously held several responsible positions at a leading company in control and automation technology - like LAPP, an independent family-owned company and global player. Most recently, Heckl was Vice President Sales and Market Management for EMEA.

"The market is changing, so we need to change the way we work in sales. Above all, we need to better understand our customers' strategy and how we can help them become better and more productive with tailored, innovative connectivity solutions. Because if our customers are successful, we remain successful as well," emphasizes Heckl. "In contrast, traditional component sales will increasingly take place online - for example via configurators that allow customers to put together their own suitable solution at any time of the day or night.

Competent consulting is an important success factor. For this reason, LAPP has launched a worldwide training initiative, for example, to train all employees with direct or indirect customer contact in the areas of automation and industrial data communication.

**Find the image in printable quality** [**here**](https://www.lappkabel.de/fileadmin/DAM/Global_Media_Folder/news/press/2019/Karl_Heckel_h.jpg)

**Press contact:**

**Dr. Markus Müller Irmgard Nille**

Tel: +49(0)711/7838-5170 Tel.: +49(0)711/7838–2490  
Mobil: +49(0)172/1022713 Mobil: +49(0)160/97346822  
markus.j.mueller@lappgroup.com irmgard.nille@in-press.de

**U.I. Lapp GmbH**Schulze-Delitzsch-Straße 25D-70565 Stuttgart

**Find more information here: [www.lappkabel.com/press](http://www.lappkabel.com/press/latest-press-releases.html)**

**About LAPP:**

Headquartered in Stuttgart, Germany, LAPP is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. The company’s portfolio includes standard and highly flexible cables, industrial connectors and cable entry systems, customized system solutions, automation technology and robotics solutions for the intelligent factory of the future, as well as technical accessories. LAPP’s core market is in the industrial machinery and plant engineering sector. Other key markets are in the food industry as well as the energy and the mobility sector.

LAPP has remained in continuous family ownership since it was founded in 1959. In the 2017/18 business year, it generated consolidated revenue of 1,153 million euros. LAPP currently employs approximately 4,245 people across the world, has 18 production sites and around 44 sales companies. It also works in cooperation with around 100 foreign representatives.

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