

Supervisory Board appoints Hubertus Breier

## New Executive Board Member for Innovation and Technology at LAPP

*Stuttgart, March 27, 2023* – Effective April 1, 2023, the Supervisory Board of Lapp Holding SE has appointed Hubertus Breier (45) as the new Executive Board member for Innovation and Technology. He will take over the responsibilities of Georg Stawowy, who will leave the global market leader for integrated solutions in the field of cable and connection technology on March 31, 2023, after nine successful years to pursue a new challenge.

"I am convinced that Hubertus Breier is the right person to drive LAPP's Strategy 2027 in the area of innovation and technology", says Dr. Hans Schumacher, Chairman of the Supervisory Board of Lapp Holding SE. In addition to his technical expertise, Hubertus Breier already has significant experience for the Value Added Services business model. This is an important business area for LAPP with great growth potential. This means that LAPP's sales experts' technical consulting services are to be used to a greater extent for integrated customer solutions. "Mr. Breier has already successfully accompanied the transition from a product-centric business model to a digital solutions and services business", underpins Dr. Schumacher. In this move, LAPP wants to position itself even more strongly as a solution provider and technology leader. With its innovations, the company is already occupying trendsetting economic and industrial topics, e. g. in the field of direct current or electromagnetic compatibility.

**Career started in his parents' family business**

Hubertus Breier was Head of Technology at a global automation and sensor technology company from 2019. In this role, he was responsible for innovation, product and project management, product development, software development and product quality, as well as industrial communication, among other things. He began his professional career in his parents' family business and, after studying mechanical engineering and earning a Master of Business Administration from the University of Augsburg, joined a German semiconductor and electronics group in internal mechanical and plant engineering. Here he held various management positions until 2019, including Senior Director Manufacturing Technology, Senior Director Projects & Solutions and most recently Vice President Innovation. Hubertus Breier is married and has one son.

## **Importance of global collaboration**

When looking for a successor for Georg Stawowy, LAPP did not just look at professional qualifications: "We want a personality who, like his predecessor, will also excellently represent our company on a human and communication level. Hubertus Breier has fully convinced us in this regard, and I am sure that he will play a pioneering role in promoting global cooperation and One LAPP", emphasizes Matthias Lapp, Chairman of the Board of Lapp Group. Furthermore, he sees great potential to promote innovative and sustainable solutions throughout the company's value chain.

And Hubertus Breier says: "I am looking forward to taking responsibility for technology and innovation at LAPP, as well as getting to know the many people behind this successful company. In doing so, I would like to work with the regions and central divisions to drive the corporate strategy forward."

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## Images

Digital images in printable resolution are available for this press release.  
The photos may be used without charge. Graphic editing is not permitted.



### Hubertus Breier

Hubertus Breier is the new Executive Board member for Innovation and Technology as of 1st April.

Foto: Hubertus Breier

You can download the image [here](#).

## Press contact

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## 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 screw technology, customised 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, logistics, as well as the energy and the mobility sector.

The company was founded in 1959 and is still fully owned by the founding family to this day. In the 2020/21 financial year, it generated a consolidated turnover of EUR 1,423 million. LAPP (including its non-consolidated companies) currently employs approximately 4,586 people across the world, produces at 21 international sites and has over 44 sales companies. LAPP also cooperates with around 100 international offices.

You can find more information on this topic here:

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