

Michael Seddig appointed new Chief Operating Officer for the LA EMEA region

LAPP brings new COO on board

Stuttgart, 5. June 2023 - Effective July 1, Michael Seddig (55) will become LAPP's new COO for the important LA EMEA region (Latin America, Europe, Middle East, Africa). Previously, this role had been led by an interim trio for several months. With the experienced supply chain manager Michael Seddig, the management team for LA EMEA is now complete again.

In times of increasing geopolitical challenges, resilient, functioning supply chains as well as intelligent logistics and production control are important success factors for companies - also for LAPP, global market leader for integrated solutions in the field of cable and connection technology based in Stuttgart. "Michael Seddig has a broad range of experience - from logistics and production control to solutions business and supply chain management", says Matthias Lapp, CEO of LAPP Group. Michael Seddig's main task will be to translate customer-specific requirements into customized supply chain and production processes. Another important focus is on significant capacity expansions: "We are investing massively in our European plants, for example in Germany, Italy and France. Analogously, our logistics are also growing, for example through a new logistics center in Italy. This will enable us to significantly reduce our delivery times for our customers in Central Europe and also our CO2 emissions", adds Matthias Lapp.

Experienced supply chain manager

Michael Seddig studied industrial engineering and has held major management positions at various large international companies in recent

years. Since 2014, he has been with LEONI Bordnetz-Systeme GmbH, a major supplier of cable solutions and wiring systems for the automotive industry, where he was most recently Senior Vice President - Head of Global Value Chain Management, responsible for the global steering of the value chain.

"I am very much looking forward to working with my team to holistically develop our operations processes at LAPP LA EMEA and to consistently operationalize our strategy. Alongside transparency and digitization, customer-oriented, standardized processes are very important success factors in the modern supply chain when it comes to customer satisfaction, efficiency, and speed," emphasizes Michael Seddig.

Images

Digital images in printable resolution are available for this press release.
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Michael Seddig

Michael Seddig is LAPP's new Chief Operating Manager (COO) as of July 1.

Photo: LAPP

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

Press contact

Nadine Bunz
Head of Corporate Communications &
Change Telefon: +49 711 78386206
Nadine.Bunz@lapp.com

Irmgard Nille
IN-Press
Mobile: +49 160 97346822
irmgard.nille@in-press.de

Lapp Holding SE
Oskar-Lapp-Straße 2

70565 Stuttgart

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 2021/22 financial year, it generated a consolidated turnover of EUR 1,864 million. LAPP (including its non-consolidated companies) currently employs approximately 5,055 people across the world, produces at 19 international sites and has over 41 sales companies. LAPP also cooperates with around 100 international offices.

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