

## Press release

### **Stefan Hüttemeister new Marketing Director of the Vaillant Group**

**Remscheid, 5 September 2019** – As of 1 November 2019 Stefan Hüttemeister will be the new Marketing Director of the Remscheid-based heating, ventilation and air-conditioning technology specialist Vaillant Group. He will be responsible for the central marketing of the company with its eight brands. The Vaillant Group has subsidiaries in more than 20 countries in Europe and China and exports its products to over 60 countries. “We are pleased to bring Stefan Hüttemeister into the company, who is a skilled marketing specialist. His job will be to continue strengthening the positioning and differentiation of our brands and to support the international growth of the Vaillant Group,” says Dr Andree Groos, Vaillant Group Managing Director for Sales, Marketing and Service.

Stefan Hüttemeister (47) can draw on more than 25 years of experience, which he acquired both in corporations and in advertising agencies. After vocational training in advertising and studying business administration in Münster, he joined the red cell advertising agency (WPP Group) in Düsseldorf in 2001, where he served as managing director from 2007 to 2012. After the merger with the agency Scholz & Friends (WPP Group) in 2012, Stefan Hüttemeister continued as managing director of the Düsseldorf subsidiary until 2015. In 2015 he moved to the food retail chain Kaufland where he became managing director Marketing International in 2017.

# VAILLANT GROUP

The Vaillant Group is an internationally active company based in Remscheid, Germany, which operates in the fields of heating, ventilation and air-conditioning technology. As one of the global market and technology leaders, the Vaillant Group develops and manufactures customised products, systems and services to provide a comfortable living environment. Its product portfolio ranges from efficient heating devices based on conventional energy sources to system solutions for using renewable energy. In the financial year 2018, the company, which has been family-owned since its foundation in 1874, generated sales of around 2.5 billion euros with its workforce of about 13,000.

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Caption: Stefan Hüttemeister will be the new Marketing Director of the Vaillant Group.

Image: Vaillant Group