

## Human Resources

### **Axel Brömstrup new Managing Director of MAJA Kasendorf**

**Munich, 24 August 2017. Vivonio Furniture Group has appointed Axel Brömstrup as the new Managing Director of MAJA Kasendorf. With his extensive experience in lean manufacturing, Axel Brömstrup is ideally suited to continue the successful development of the company. The Vivonio Furniture Group itself is also growing, with Holger Kierdorf appointed to the newly created position of Head of Digital Strategy.**

“Mr Brömstrup is the perfect person for the position of Managing Director at MAJA Kasendorf”, says Vivonio CEO Elmar Duffner. “His international experience, his engaging personality and his hard-working approach will certainly help MAJA Kasendorf to continue to grow. In the course of his life, Axel Brömstrup has repeatedly succeeded in setting a fast pace of corporate development, while uniting his employees. This is a rare combination.”

Axel Brömstrup can look back on many years of management experience – both in corporate structures as well as in medium-sized companies. After graduating with a degree in engineering, he held various positions in a number of business units at SCHOTT AG. There he amassed extensive technical knowledge in the field of production technology as well as in machine, plant and tool construction, as well as demonstrating his skills in the leadership of international and interdisciplinary teams. For instance, at SCHOTT Solar AG he was responsible for the global production of solar modules, with approx. 800 employees at plants in the Czech Republic, the USA and China. In his last position, Axel Brömstrup was the exclusive general manager of Barberini GmbH, where he successfully implemented the restructuring and strategic realignment of the medium-sized company.

On 1 September 2017 Axel Brömstrup will assume responsibility from Dr. Markus Witte as the Managing Director of MAJA Kasendorf. With 170 employees, MAJA Kasendorf produces individual home and office concepts, with an emphasis on home and office furniture. Exports account for 30 percent of sales. Founded in 1974, MAJA Kasendorf has belonged to the Vivonio Furniture Group since 2012, which also expanded in the summer of 2017, with the appointment of Holger Kierdorf as Head of Digital Strategy on 1. August 2017.

“Holger Kierdorf impresses with his extensive international experience in the field of e-commerce”, says Elmar Duffner. “The fact that he also has strong roots in the furniture industry makes him the ideal candidate for us.” In this newly created position, Holger Kierdorf will be

responsible for analysing trends in the digital field and prepare the group for the challenges of the digital future.

The entire Vivonio Furniture Group, based in Munich, will benefit from Holger Kierdorf's work. With five subsidiaries, six factories and 1,300 employees, Vivonio generates an annual group turnover of approximately 300 million euros. The Vivonio subsidiaries MAJA, Staud, SCIAE, Leuwico and Noteborn are among the leading European manufacturers in their respective segments.

**Shortcut:**

Vivonio Furniture GmbH has appointed Axel Brömstrup as the new Chief Executive Officer of MAJA Kasendorf. The qualified engineer stands out due to his many years of experience in the development of international companies. Vivonio Furniture GmbH itself is also growing, with the creation of the post of Head of Digital Strategy.

**Photo credit:**



Maja Kasendorf\_Brömstrup



Vivonio\_Kierdorf

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