

## Press release

### **STAUD sets the course for further growth**

**Munich, 01/07/2021. Stephan Paffendorf is named the new Managing Director of Sales at STAUD. An expert in sales, he will assume the new role in Sales & Business Development on 1 July 2021 and bolster the current management team of Dirk Schmidtmeier (Technical Director) and Wolfgang Schwägele (Commercial Director).**

STAUD company is part of the Vivonio Furniture Group and a leading manufacturer of furniture for the bedroom. A particular strength of the company is its development in the production of sliding door wardrobes, which has led it to become a market leader in the German-speaking region. The key factors to STAUD's long-term success are the high quality of the products, the wide range of the product portfolio, availability and delivery capacity.

In 2018, STAUD responded to the ongoing high demand and strong growth by considerably expanding their production capacities at the Bad Saulgau location. In order to handle the increasing challenges associated with this positive development and take advantage of future market opportunities, Stephan Paffendorf is being added to the management team.

"In Stephan Paffendorf, we've managed to gain an accomplished salesperson with broad international experience in Business Development. Thanks to his diverse knowledge in establishing international sales structures and his incredible passion for sales, I'm certain that he will quickly make his mark at STAUD as well", says Elmar Duffner, CEO of the Vivonio Furniture Group.

Stephan Paffendorf studied International Business and Finance in Boston (US) and started his professional career as a management consultant at Droege. Since 2004 he has held various

management positions in sales, most recently as Head of International Sales for the construction supply industry at Simonswerk GmbH. He gained industry experience in particular from 2010 to 2018 at Wilkhahn, where he took on the role of Sales Director for Northern and Eastern Europe, and later for Western Europe.

STAUD products, manufactured according to high quality standards and distinguished with the "Möbel Made in Germany" origin warranty symbol, are already sold in more than 20 countries in Europe, with a foreign sales share of 30 percent. Stephan Paffendorf will advance the expansion into foreign markets and accelerate e-commerce marketing.

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**Shortcut:**

Martin Staud GmbH sets course for further growth. Stephan Paffendorf is named the new Managing Director of Sales at STAUD. An expert in sales, he will assume the new role in Sales & Business Development on 1 July 2021 and bolster the current management team of Dirk Schmidtmeier (Technical Director) and Wolfgang Schwägele (Commercial Director).

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