

Press release

New Sales Management at LEUWICO

Munich, 11/10/2021. Isabell Hertlein, an established industry expert, transfers to Head of Sales at premium office furniture manufacturer LEUWICO. As Director of Sales and Marketing, Isabell Hertlein will immediately take over the responsibility of coordinating and running the entire sales department and with it, for establishing and expanding the sales network in Germany and in international markets.

LEUWICO, which is based in Wiesenfeld near Coburg, is a renowned provider of high-quality ergonomic office furniture and has been part of the Vivonio Furniture Group since 2016. It focuses on the manufacture of easy-to-use, manual height adjustable desks and ergonomic workplace environments. In addition, the company also offers a number of highly specialised niche solutions for a broad range of applications and is a specialist in control stations and control rooms. The office furniture manufacture has a long history of tradition: it was founded almost 100 years ago – and developed the first desk model with adjustable height as far back as 1949. Sales are handled through long-term retail partners in the German-speaking region. In addition to a winning combination of industry-leading competence in the development of height-adjustable workplaces and the latest design trends and state of the art technology, LEUWICO's cooperative partnership with the specialist office furniture trade and outstanding customer service are among the keys to its success.

“The structural changes in demand in the office furniture market, which we have been watching for a few years, are going to continue and even intensify. These include higher requirements for ergonomic workplaces and the increasing prominence of open-plan offices. With its innovative sit-stand workplace solutions and flexible office furniture concepts, LEUWICO responded to these topics very early as a forerunner, and with unique patented technology, was able to establish itself as a market leader in the area of manually adjustable table systems. With Ms Hertlein, we’ll have the ideal conditions to develop LEUWICO’s strong market position even further and to turn the change in the world of office work to LEUWICO’s advantage”, says Elmar Duffner, CEO of the Vivonio Furniture Group.

The experienced sales expert, who is fluent in three languages, studied business administration and subsequently earned a Master’s degree in Business Administration in the United States. She started her career in 2005 as an area sales manager for southern and western Europe for the school and office furnishing specialist V/S Vereinigte Spezialmöbelfabriken. This was followed by positions as a branch manager at a subsidiary of V/S in Paris and as an international key account manager. Since 2017, Isabell Hertlein has been the regional director for southern Germany for the Swedish office furniture manufacturer Kinnarps.

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Shortcut: New Sales Management at LEUWICO: Isabell Hertlein, an established industry expert, transfers to a management position at the premium office furniture manufacturer. As Director of Sales and Marketing, Isabell Hertlein will be responsible with immediate effect for coordinating and running the entire sales department and with it, for establishing and expanding the sales network in Germany and in international markets.

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