Leading the Group as Strategic Management Holding

A successful corporate group is characterized by long-term strategic thinking. Maintaining the independence and autonomy of the individual companies within the group is of great importance as well as strengthening the entire group through synergies and diversification.

- Sets standards and guidelines in order to ensure transparency, corporate control and compliance with legal regulations
- Supports the companies by providing group-wide services, specialist expertise and central capabilities
- Defines the strategic direction of the group and is responsible for group-wide M&A activities
- Leads the Brückner Lead and Platform Companies by setting business objectives and jointly agreeing on strategies

**BRÜCKNER GROUP MANAGEMENT TEAM**

**CEO**
Dr. Axel von Wiedersperg

**CFO**
Maximilian Schneider

**TREASURY/PROJECT FINANCING**
Harald Reiser

**BRANDING**
Andrea Friedl

**PUBLIC RELATIONS**
Karlheinz Weinmann

**HUMAN RESOURCES**
Dr. Alexandra Größ

**INFORMATIONSTECHNOLOGIE**
Christoph Gehrmann

**STRATEGY**
Dr. Jens Grünewald

**LEGAL/COMPLIANCE/INSURANCE**
Thomas Krause

**TAX**
Florian Wiebecke

**CONTROLLING/ACCOUNTING/AUDIT**
Thomas Bern

**INFORMATIONSTECNOLOGIE**
Christoph Gehrmann
**STRATEGY**

Strategies for corporate development and M&A
- Professional in-house consulting with internal understanding of the Brückner Group
- In-depth understanding of technologies and markets
- Combining consulting and technical expertise (especially in plastics and packaging technology)

Dr. Jens Grünewald
jens.gruenewald@brueckner.com

**BRANDING**

Strengthening individual brands under the common umbrella of the Brückner Group.
- Creating a joint, consistent and powerful brand image – internally and externally
- Supporting all companies in implementing and applying corporate design principles
- Steering group-wide projects (e.g., Annual, Employer Branding...)

Andrea Friedl
andrea.friedl@brueckner.com

**INFORMATION TECHNOLOGY**

IT as a strategic success factor for growth strategy
- Developing a coordinated IT strategy for the group
- Ensuring the availability of process standards as precondition for digitization
- Performance/resource optimization and realization of cost benefits through pooling, where reasonable

Florian Wiebecke
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**CONTROLLING & ACCOUNTING**

Commercial foundations for correct, future-proof management decisions
- Definition and harmonization of commercial standards in a steadily growing group
- Provision of structures, processes and tools for the autonomous control of the BUs
- Platform for the exchange of expert knowledge and best practice

Thomas Bern
thomas.bern@brueckner.com

**LEGAL**

Success through certainty in action
- Legal certainty with Brückner-specific background
- Significant reduction of risks through creation of state-of-the-art contract structures
- Efficient compliance organization
- Best insurance protection for all companies and all employees in the group

Thomas Krause
thomas.krause@brueckner.com

**TREASURY & PROJECT FINANCING**

Central point of contact for all treasury and project financing matters
- Highly qualified employees with banking experience
- Best possible prices using the group’s purchase power
- Central service function within the group
- Increasing sales success through individualized export financing structures

Harald Reiser
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**AUDIT**

Certainty of action through audit-proof processes and efficient risk management
- Regular auditing of the implementation status of group-wide standards
- Optimization of processes by using know-how and best-practice approaches within the group
- Efficient risk management organization

Thomas Bern
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**HUMAN RESOURCES**

A strong HR community enables high-performing employees and business success
- Ensuring the availability of HR standards across the group
- Driven the development and implementation of a consistent approach for leadership development
- The “right” employee in the “right” place – supporting targeted recruitment and employee development

Dr. Alexandra Größ
alexandra.groess@brueckner.com

**TAX**

Advice on tax law and optimization of company taxes
- Tax monitoring in group companies
- Selection and steering of external consultants
- Management of tax risks
- Ensuring tax compliance

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