

Press Release

## **New Sales Director at Schneider-Kreuznach**

BAD KREUZNACH, 20 June 2017

Dr. Raimund Lassak was appointed Sales Director at Jos. Schneider Optische Werke GmbH on 1 May 2017. The 52-year-old engineer has extensive experience with complex technical products as a result of holding various management positions at technological companies. At Schneider-Kreuznach, he is in charge of global sales activities. He sees the focus of his work on international business development and a carefully prepared strategic approach to target markets with customer-specific solutions and new applications. "Dr. Raimund Lassak is an outstanding sales expert. Together, we aim to not only expand our customer relations, but also capture new markets and regions," said Dr. Thomas Kessler, CEO of the Schneider Group.

Dr. Raimund Lassak was born in 1964, studied at the University of Hohenheim / Stuttgart and earned his PhD at RWTH Aachen in 1994. He began his career in research and development at Schenk GmbH, followed by various management positions in the areas of production, marketing and sales. After the company was acquired by Pall Corporation in 2002, he assumed responsibility for strategy and sales in various business units. In 2014 he was appointed global Sales and Marketing Director of Schneider International Holding GmbH.

About the Schneider Group:

The Schneider Group specializes in developing and producing high-performance lenses for photography and film, cinema projection lenses, as well as industrial optics, filter systems and precision mechanics. The group comprises Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider-Optics (New York, Los Angeles), Schneider Asia Pacific (Hongkong) and Schneider Optical Technologies (Shenzhen). The company's main brand is "Schneider-Kreuznach". It has around 620 employees worldwide, with 390 based in its German headquarters. For years now the group has been a world market leader in the area of high-performance lenses.

Contact:

Jos. Schneider Optische Werke GmbH  
Ringstraße 132  
55543 Bad Kreuznach  
Tel. +49 671-601-0  
Fax +49 671-601-109  
[www.schneiderkreuznach.com](http://www.schneiderkreuznach.com)

Lion and Fishes GmbH  
Kaiserstraße 61  
60329 Frankfurt am Main  
Tel. +49 69-210860-12  
Fax +49 69-210860-21  
[www.lionandfishes.com](http://www.lionandfishes.com)