

## Press Release

Hamelin, Germany, 3 June 2020

# Ready for the digital challenge: Lenze realigns its Global Account Management

Frank Lorch takes over Global Account Management at automation expert Lenze.

Frank Lorch has been appointed Group Vice President Global Account Management at the leading automation expert Lenze in May 2020. In the newly created position, he is responsible for advising existing and winning new international key accounts and reports directly to Christian Wendler, Chairman of the Executive Board of Lenze.

Frank Lorch previously held various management positions at Lenze, including in the areas of product management, innovation and strategic marketing. Most recently, he worked for Lenze in East Asia as Vice President Sales & Marketing and as the company's representative in Taiwan and South Korea, and has actively shaped the company's growth course, particularly in China.

Drawing on his international experience, he will now make a profitable contribution to the development of a global account management enabling the division to further strengthen its customer-centric global presence. One of the main tasks of Frank Lorch and his team will be to work with Lenze's global sales regions to develop and implement strategies for acquiring new customers and for deepening existing relationships with major international customers.

“I consider excellent strategic consulting expertise to be the key element of a globally successful customer management. It is precisely this added value that we offer our international key accounts like no other company on the market. I am sure that this competency will now be of even greater importance due to the increasingly dynamic environment characterized by global challenges such

as digitization and Industry 4.0, but also complex socio-economic challenges," summarizes Frank Lorch.

"The particular fascination and challenge of Global Account Management for me is to smartly connect a trending topic like the digital transformation in automation technology with the managing of sales processes, always taking into account the local characteristics of regions and countries as different as China, the USA or Europe," concludes Frank Lorch.

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#### About Lenze

Lenze is a leading automation company for the machine-building industry and a specialist in Motion Centric Automation. As a systems supplier with solutions competence, Lenze works for and with its customers to create high-quality mechatronic products and packages, powerful systems consisting of hardware and software for machine automation, as well as digitalisation services in areas such as big data management, cloud or mobile solutions, and software for the Internet of Things (IoT).

Lenze employs 3,969 employees worldwide and is represented in more than 60 countries. Lenze's growth strategy will see the company continuing to invest strongly in the areas relating to Industry 4.0 in the coming years – with the aim of increasing sales revenue and profitability.

[www.Lenze.com](http://www.Lenze.com)

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