

Press release

Hameln, Germany, 15 November 2019

Burkhard Balz appointed Senior Vice President Automation Systems at Lenze

Another important step towards strengthening Lenzes global systems business

On 1 November 2019, Burkhard Balz (55) was appointed Senior Vice President Automation Systems at the global automation specialist, Lenze. As a successful manager with international leadership experience, Balz will enhance the corporate group. In this newly created role, he will lead the systems business segment and continue to intensify the growth of this division. By appointing a recognised industry expert, Lenze is consolidating its position as a leading systems provider of machine automation and paving the way for even greater market focus.

“The systems business is one of our strategic pillars and its further development is therefore a high priority for Lenze. I’m delighted that we’re gaining an experienced manager, namely Burkhard Balz, who will devote all his energy to this topic. His many years’ experience and technical knowledge, combined with marketing expertise, will help Lenze take a major step on its way to becoming a key global automation player,” says Lenze CEO, Christian Wendler.

Burkhard Balz emphasises the central importance of his area for the Lenze strategy. “Lenze has over 70 years’ experience in machine automation and a systems portfolio that offers our customers everything they need for modern machines from a single source. The consistent integration of automation with the drive technology and the in-depth industry knowledge of our sales and application engineers make an important contribution to the significant simplification of engineering, while reducing overall costs. All in all, excellent conditions for my future role, to which I’m very much looking forward.”

Balz previously served as Vice President Sales and Marketing Power & Energy/Industry EMEA at the US industrial group, SPX Flow. Prior to that, he held various senior management positions in international industrial firms, including Eaton Corporation and Rockwell Automation. He has extensive experience in the area of drive technology and systems business, gained over many years. He also brings a wealth of professional expertise, especially in sales, marketing and business development. Balz has a degree in General European Management and is a certified technical engineer in data processing.

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 around 3,700 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.

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