

Press Release

Dr. Oetker strengthens its International Executive Board

<Bielefeld, November 23, 2021> Dr. August Oetker Nahrungsmittel KG is adding two new members to its International Executive Board. With effect from January 1, 2022, Claudia Willvonseder will take over responsibility for Marketing, Research and Development, Compliance, Sustainability and Global Data Management. At the same time, Georg Heerdegen Parsbo will assume responsibility for People and Culture and will also act as country coach for the Africa, Asia and Australia region.

Claudia Willvonseder joined Dr. Oetker in 2019 as Senior Executive Manager International Marketing & Innovation. Previously, she held senior positions at IKEA from 2006, including Global Chief Marketing Officer and Member of the Executive Board at the Swedish headquarters, where she was responsible for global brand management and steering the company's digital and data-driven marketing transformation.

Georg Heerdegen Parsbo has been responsible since 2018 as the UK's Managing Director Marketing, Dr. Oetker's Sales in the United Kingdom and Ireland, Category Category Management, Innovation & Development and Production. Previously, as Managing Director of Dr. Oetker Denmark since 2002, he was in charge of Marketing and Sales while also performing international duties in the Nordic countries.

The members of Dr. Oetker's International Executive Board continue to be:

Dr. Albert Christmann, who is also a personally liable partner of Dr. August Oetker KG, the holding company of the Oetker Group, continues as Chairman of the Management Board with responsibility for Corporate Development, Mergers & Acquisitions, Business Development & Integration and Corporate Communication. At the same time, he acts as coach for the German Dr. Oetker national organization.



Dr. Alexander Edelman is responsible for Controlling, Accounting, Finance, Taxes, Insurance and IT. As a coach, he is also responsible for the countries in Eastern Europe.

Dr. Martin Reintjes continues to be responsible for the entire sales area; he also acts as coach for the countries in the Western Europe region.

Dr. Christian von Twickel is responsible for Production and Technology, Logistics and Purchasing. As a coach, he takes care of the national organizations in North, Central and South America.

About Dr. Oetker

Within the Oetker Group, Dr. Oetker forms the umbrella for numerous production and sales companies that are active in over 40 countries and, in addition to the core markets in Europe, are also active in North and South America as well as in Africa, Asia and Australia. In the 2020 financial year, Dr. Oetker and Conditorei Copenrath & Wiese generated sales of 3,710 million euros. Worldwide, more than 17,500 employees work for Dr. Oetker and Copenrath & Wiese. Founded over 130 years ago in Bielefeld, the family-owned company Dr. Oetker is one of the leading branded goods companies in the German food industry. The diverse product landscape with around 1,000 products in Germany and more than 4,000 different products worldwide includes baking ingredients, baking mixes, decor products, desserts, sweet meals, chilled desserts, preserves, ready-to-eat cakes, Vitalis muesli, frozen pizzas and snacks, refinement products, a varied range for bulk consumers and much more.

In case of queries, please contact:

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