

# RIESE & MÜLLER

## Press release

### **Riese & Müller appoints a new Head of Supply Chain Management**

**Weiterstadt, 21/11/2017: The mobility company is becoming more broad-based and has appointed internationally experienced Alexander Eilhauer (40) to the newly created key position of Head of Supply Chain Management. This new position at the Weiterstadt-based manufacturer of premium E-Bikes, E-Cargo bikes and folding bikes not only reinforces the company's existing claim to be a premium supplier, but also systematically responds to customers' demands for more flexible and shorter delivery times.**

As Head of Supply Chain Management, Alexander Eilhauer will hold a key position within the company and will report directly to founder and Managing Director Heiko Müller and Managing Director Dr. Sandra Wolf, who is responsible for Corporate Strategy. "Alexander Eilhauer truly is our ideal candidate. Alexander will enable us to professionally respond to the increasingly complex tasks in the company, which result from the many diverse subdomains, such as digitalisation or internationalisation. One of his core tasks will be the company-spanning and strategic orientation of our entire value creation chain. We wish to further safeguard our growth and expansion to international markets through flexible production tailored to meet market demands", explains Dr Sandra Wolf.

The experienced, certified economist comes to us from the Darmstadt-based Döhler Group and has many years of international management experience in supply chain management and financial control. Prior to that, he was responsible for Europe-wide Sales & Operations Planning at the Celanese Corporation in Frankfurt and also worked in Specialist Corporate Controlling at GFT Technologies AG in Eschborn and Barcelona.

#### **About Riese & Müller**

Riese & Müller is a German manufacturer of premium E-Bikes, E-Cargo bikes and folding bikes. Founded in 1993 by Markus Riese and Heiko Müller, the company today employs over 230 people at its site in Weiterstadt near Darmstadt. Alongside the two founders, Dr Sandra Wolf has also held the position of Managing Director since 2013. Riese & Müller is shaping the e-mobility of tomorrow with its products: its name is synonymous with user-focussed product development, E-Bike technologies and Riese & Müller's characteristic powerful riding dynamics. The brand has now gone global and distributes through an exclusive network of dealers.

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