

Waiblingen, 30 September 2021

## **Sarah Gewert to be appointed STIHL Executive Board member for Marketing and Sales in 2023**

Sarah Gewert is set to become the new Executive Board member for Marketing and Sales at the STIHL Group. Gewert will take over from Norbert Pick, who will retire when his Executive Board contract expires on 31 December 2022. “We are delighted that we have been able to find someone of Ms Gewert’s calibre and talent from within the company to head up Marketing and Sales moving forward,” said Dr Nikolas Stihl, Chairman of the Advisory Board and Supervisory Board. “She is a proven expert in brand and customer experience. With her unwavering customer focus, she re-vamped our brand concept, established the STIHL brand in B2C business and played a key role in developing our omni-channel strategy.” The STIHL AG Supervisory Board yesterday resolved to appoint Sarah Gewert as the Executive Board member for Marketing and Sales for a period of three years from 1 January 2023.

After completing her studies in economics, Cologne-born Gewert began her career in 2005 at designer furniture manufacturer hülsta-werke Hüls GmbH & Co. KG in Stadtlohn, where she rose to become head of marketing. In 2014, Gewert joined ANDREAS STIHL AG & Co. KG in Waiblingen as the senior head of marketing communication. She took charge of the department in 2020 and became responsible for the STIHL Group’s global marketing communication activities. Since then, Gewert has been a strong presence in the STIHL marketing strategy and brand identity and successfully introduced direct online marketing and customer engagement.

“Mr. Pick has been crucial in developing and bringing forward STIHL’s global sales and marketing organisation,” said Dr Nikolas Stihl. “Under his stewardship, STIHL has recorded massive growth on both a qualitative and quantitative basis. I would like to express my heartfelt gratitude for his loyal and successful service to the company across almost two decades.” Norbert Pick took over responsibility for STIHL’s operations in Germany in 2002 as the CEO of STIHL Vertriebszentrale AG & Co. KG in Dieburg. In 2012, Pick was appointed Executive Board member for Marketing and Sales at STIHL AG in Waiblingen and is now in charge of 41 STIHL marketing and sales companies around the world. The sales organisation also includes a further 120 independent importers as well as more than 54,000 authorised dealers in over 160 countries.

### **Company Portrait**

The STIHL Group develops, manufactures and distributes power tools for professional forestry and agriculture as well as for garden and landscape maintenance, the construction sector and private garden owners. The product range is complemented by digital solutions and services. Products are distributed through authorized dealers and STIHL's own online-shops, which will be expanded internationally over the next few years – including 41 sales and marketing subsidiaries, about 120 importers and more than 54,000 servicing dealers in over 160 countries. STIHL produces in own plants in seven countries: Germany, USA, Brazil, Switzerland, Austria, China and in the Philippines. Since 1971 STIHL has been the world's top-selling chain saw brand. The company was founded in 1926 and is based in Waiblingen near Stuttgart. In 2020, STIHL achieved a worldwide sales volume of 4.58 billion euros with a workforce of 18,200.

This press release and pictures are available for downloading from the STIHL website at <https://www.stihl.com/daily-pressbusiness-press.aspx>.

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