

PRESS RELEASE

Rutronik enlarges Management Board: Dirk Finstel is the new Chief Sales Officer of the broadline distributor



Rutronik welcomes with CSO Dirk Finstel a new member of the management board.

Ispringen, February 7, 2024 – Rutronik Elektronische Bauelemente GmbH broadens its management board to continue its 50-year success story. Dirk Finstel has been the company's new Chief Sales Officer (CSO) since February 1.

Dirk Finstel has more than 30 years of experience in managing global business units in the sales, engineering, operations, and product management divisions. He has already contributed his expertise in various management positions at SECO, Kontron, and Adlink. Most recently, he led Advantech's European activities and the Embedded IoT Business Unit. In Dirk Finstel, Rutronik has gained a proven business and sales expert and experienced manager who is now responsible for all of the distributor's strategic and operational sales and distribution processes.

Dirk Finstel comments on his new position as CSO of Rutronik: "I would like to thank the Rudel family in particular for the trust placed in me. Through my previous positions, I am very familiar with Rutronik. The family-owned company stands for 50 years of continuous, healthy, and sustainable growth by building close relationships with customers, manufacturers, and business partners. I look forward to contributing to this success story and being able to shape the future of the company."



COMMITTED TO CELEBRATE

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ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and celebrates its 50th anniversary in 2023 under the claim "Committed to celebrate". Since five decades, the independent family-owned company based in Ispringen, Germany, stands for continuous expansion focused on high-growth future markets.

In the fiscal year 2022, its around 1,900 employees generated sales of 1.28 billion euros, serving more than 40,000 customers. With more than 80 offices worldwide and logistics centers in Austin (Texas), Shanghai, Singapore, and Hong Kong, Rutronik ensures comprehensive customer support in Europe, Asia, and North America.

The company focuses on high-growth future markets that will shape the world of electronics tomorrow. These are Advanced Materials, Advanced Measurement, Processing & Analytics, Advanced Robotics, Automation, Biotechnology, Energy & Power, Future Mobility, IIoT & Internet of everything, Industry 4.0, Medical & Healthcare, and Transportation, Logistics & Supply Chain.

To serve customers in these future markets, the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK POWER, RUTRONIK SMART, RUTRONIK SYSTEM SOLUTIONS, and RUTRONIK IT ELECTRONICS initiatives bundle expertise, specific product portfolios, and consultancy support. In this regard, Rutronik relies on customized solutions that are tailored to the respective needs. The services range from competent technical support in product development and Design-Ins, through the diverse product portfolio of leading manufacturers, to the company's software and hardware solutions with partly patented Rutronik IP. Customized logistics systems, reliable supply chain management, and logistics centers worldwide ensure on-time delivery. The Rutronik24 e-commerce platform completes Rutronik's range of services. Further information is available at www.rutronik.com.

