

## PRESS RELEASE

### Management change at Rutronik UK/Ireland: Lee Morris is new Country Manager



Image: Ron Smith (left) and his successor, Lee Morris (right), shaking hands.

**Ispringen, September 2, 2025 – After four decades in the industry, Ron Smith retires as Country Manager, passing the baton to long-time colleague Lee Morris, who brings two decades of Rutronik UK/Ireland experience to the role.**

After 40 years in the electronics industry, Ron Smith will retire at the end of August to support family members, marking the close of a remarkable chapter. As Country Manager of Rutronik UK/Ireland, Ron Smith played an instrumental role navigating the business through challenging market conditions and building strong relationships across customers, suppliers, and colleagues. Reflecting on his time, he says: "It has been a great experience working with wonderful people in a fascinating market. I will miss the industry and most of all my colleagues."

Ron Smith passes the torch to Lee Morris, who has been with Rutronik UK since its founding. In his last position as Operations and Supply Chain Manager, he was responsible for forecast and supply chain management. His appointment ensures continuity and stability during a challenging time marked by evolving and changing market opportunities. "I am honored to take over from Ron Smith as Country Manager and thank him for navigating Rutronik UK/Ireland through a very tough period. After 20 years at Rutronik I believe the continuity will be important as we move into more favorable market conditions",

Lee Morris expresses his excitement for the challenge ahead.

Lee Morris' deep experience within the company positions him well to lead Rutronik UK/Ireland. Ron Smith summarizes: "I leave the responsibility for Rutronik's business in the UK and Ireland in the excellent hands of Lee Morris, who has been with Rutronik UK since day one 20 years ago."

Further Information are available at [rutronik.com](http://rutronik.com).

### PRESS CONTACT

**Agentur Lorenzoni GmbH**  
Melanie Nagy

+49 8122 55917-16  
[melanie@lorenzoni.de](mailto:melanie@lorenzoni.de)  
[www.lorenzoni.de](http://www.lorenzoni.de)

**Rutronik Elektronische  
Bauelemente GmbH / TRUH  
GmbH**

Dr. Alena Kirchenbauer  
Team Leader Communications

+49 7231 801-1417  
[kirchenbauer@truh-agentur.com](mailto:kirchenbauer@truh-agentur.com)

### ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and for more than five decades the independent family-owned company based in Ispringen (Germany) stands for sustainable growth with a focus on high-growth future markets. In the fiscal year 2023, its around 1,900 employees generated sales of 1.24 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 IT ELECTRONICS, RUTRONIK POWER, RUTRONIK SMART, and RUTRONIK SYSTEM SOLUTIONS 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](http://www.rutronik.com). The new [corporate film](#) also provides exclusive insights into the history and development of Rutronik.

