

SEW Eurodrive announces new Managing Director

SEW Eurodrive appoints first female Managing Director in South Africa

South Africa: After a successful 15 year tenure, Mr Urs Roos has announced his retirement. The eccentric Swiss leader captured the hearts of many customers with his witty sense of humor and strong accent.

“SEW Eurodrive is more than just a company, it has been my family for the last 15 years. I have enjoyed the challenges and the successes of the company and have met many interesting people along the way. I have very fond memories of all my African trips but I plan to keep doing some of these. It keeps me young!” comments Urs Roos. “I am happy to hand over the reins to my successor. I know her as a feisty but fair person who is ready for any challenges which come her way”

The company announced the appointment of the new Managing Director at their offices in Aeroton Johannesburg. Mrs Ute Bormann, who has held the position of General Manager Sales and Marketing and who has been with the company for 8 years was announced as the new MD for SEW Eurodrive South Africa.

Joining her executive management team is Conrad Pilger, previous Sales and Engineering Manager for the company has taken over from Bormann as General Manager Sales and Engineering.

Raymond Obermeyer, Nelspruit Branch Manager and IG Specialist for the company have taken up the role of General Manager Operations.

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Rene Rose, previously Marketing Manager for the company will move into the position General Manager Communications.

General Manager of Finance, Mr Gerd Seuffert, will stay on in this position.

“I am delighted with the announcement and with the team we have created. The team is energetic and focused and we have the technical expertise and human resources to take the company forward” comments Ute Bormann. “Urs Roos has laid a solid foundation and I intend to keep building from where he left off” she concludes.

The new management team will officially take up their new portfolios on 1 March 2011.

There have also been new changes to middle management which came about as a result of the restructuring. Rob Green has been promoted to Sales Manager JHB, Philip van Rensburg has been promoted to Engineering Manager and in Nelspruit Jonathan McKey was announced as Nelspruit Sales Manager with Glyn Scott moving into the position of Works Manager Nelspruit.

“The company has a policy of promoting from within, and I am happy that we could also do that again at his opportunity” says Bormann.

Photo

- Ute Bormann, new Managing Director of SEW Eurodrive.

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