

## **Regina Schnathmann new Head of Marketing and Communication at VDE**

- **Regina Schnathmann heads the VDE Group's Brand, Marketing and Communications departments since April 1, 2024**

(Frankfurt a. M., 02.04.2024) Regina Schnathmann has been the new Head of Brand, Marketing and Communication at the VDE Group since April 1, 2024. She takes over the position of Thomas M. Koller, who has held it since 2020 and left VDE on March 31. She reports directly to Ansgar Hinz, Chairman of the VDE Executive Board. In her new position, the 56-year-old will be responsible for strategic and operational brand management as well as all marketing and communication activities for the entire VDE Group in Germany and abroad.

"We are delighted to welcome Regina Schnathmann, an experienced marketing expert, to the VDE. In her, we have found the ideal person for an important key position to drive forward the marketing and communication of the VDE as one of the largest technology organizations in Europe," says Hinz.

Born in North Rhine-Westphalia, she studied business administration at the Otto-Friedrich University in Bamberg and has more than 20 years of experience in the personnel and technical management of international marketing and communication teams. Most recently, she was in charge of marketing at BEUMER Group for 14 years. Before holding various positions at Siemens AG, where she was responsible for brand management as well as press and marketing activities, Schnathmann worked as press spokeswoman at Mannesmann.

### **About VDE:**

VDE, one of the largest technology organizations in Europe, has been regarded as a synonym for innovation and technological progress for more than 130 years. VDE is the only organization in the world that combines science, standardization, testing, certification, and application

consulting under one umbrella. The VDE mark has been synonymous with the highest safety standards and consumer protection for more than 100 years.

Our passion is the advancement of technology, the next generation of engineers and technologists, and lifelong learning and career development “on the job”. Within the VDE network more than 2,000 employees at over 60 locations worldwide, more than 100,000 honorary experts, and around 1,500 companies are dedicated to ensuring a future worth living: networked, digital, electrical. Shaping the e-dialistic future.

The VDE (VDE Association for Electrical, Electronic & Information Technologies) is headquartered in Frankfurt am Main. For more information, visit [www.vde.com](http://www.vde.com)

**Press contact:** Jennifer Bounoua, Phone +49 151 14600477, [presse@vde.com](mailto:presse@vde.com)