

Denis Ruscheinsky is the new Global Head of Sales & Marketing at the VDE Institute

With Denis Ruscheinsky, the VDE Group gains a proven leader who combines extensive business acumen with in-depth technical expertise in the areas of TIC, risk management, and occupational safety.

(Frankfurt am Main, April 21, 2026) Denis Ruscheinsky is the new Global Head of Sales & Marketing for the TIC (Testing, Inspection, Certification) & TA (Technical Advisory) division of the VDE Group. In this newly created, globally oriented position, Mr. Ruscheinsky succeeds Sven Öhrke, who left VDE last year. In his overarching group role, Mr. Ruscheinsky will play a decisive role in further strengthening market penetration across the individual divisions through sales synergies.

International Career and Achievements

Denis Ruscheinsky has more than 14 years of experience in leadership and change management. Most recently, he served as Head of Sales and Marketing at DEKRA Testing and Certification GmbH, where his responsibilities included overseeing the strategic realignment of the go-to-market strategy, leading a customer- and market-oriented restructuring of the organization, and steering sales and marketing planning for future-critical topics such as hydrogen, battery technology, and “Digital Trust” (Cyber Security, Functional Safety & AI).

Prior to his time at DEKRA, Denis Ruscheinsky spent over twelve years in various leadership roles at International SOS, the market leader in international health and safety risk services. As Strategic Accounts and Partnerships Director, he led international teams, established strategic partnerships, and tapped into new market segments. Denis Ruscheinsky is recognized as an expert and coach in modern sales methodologies such as “Value Selling” (SPIN) and “Targeted Relationship Selling” (Miller Heiman). His career is characterized by a strong hands-on

approach and the ability to establish sustainable business relationships as a “Trusted Advisor” at the C-level.

Background and Education

A graduate in Business Administration (BA) with a focus on marketing and industrial management, he also completed an Executive Leadership Development Program at the CTG Group (ilm Approved Centre) in Ashridge Park, UK. Denis Ruscheinsky is married, the father of two children, and is actively involved in volunteer work, including serving as treasurer for international educational institutions.

About the VDE Institute

The VDE mark is synonymous with safety and quality in electrical devices, components and systems for more than 100 years. The VDE Institute - a subsidiary of the VDE Group - is a worldwide partner for industry customers, business, government authorities, the electrical trade and consumers. More than 100,000 devices per year are subjected to product, quality and safety tests by the VDE Institutes independent testing engineers before they receive the VDE mark. Around the globe, VDE experts monitor more than 7,000 production facilities. Cooperation agreements with more than 50 countries ensure that the tests performed by the VDE Institute are internationally recognized. 200,000 types of products with millions of model variants bear the VDE mark worldwide. The VDE Testing and Certification Institute GmbH, a non-profit organization, employs more than 500 people in Offenbach am Main.

For more information, visit www.vde.com/institute

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

Press contact: Matthias Schmidt-Stein, Phone +49 171 6962357, presse@vde.com