



## Dennis Birresborn succeeds Peter Federolf

As new Senior Vice President (SVP) of the Würth Group, Dennis Birresborn, who heads Dokka Fasteners since 2019, has now also taken over responsibility for the baier & michels Group (b&m). Dennis Birresborn succeeds Peter Federolf, whom we would like to thank for his valuable services over the last more than 30 years.

Together with the current members of the b&m management around Hansjörg Koroschetz (COO) and Jörg Pohl (CSO/CTO), Dennis Birresborn will continue to drive forward the promotion of own brands and product innovations. "I aim to help ensure that the Würth Group's industrial customers can increasingly benefit from the b&m solutions," says the 46-year-old.

b&m faces the future with great confidence and invests in the successful path it has taken. Dennis Birresborn: "At the headquarters in Ober-Ramstadt, the company has achieved massive progress in the areas research, development and production. As part of this, Olaf Ambros and the Technics department have worked up an intelligent alternative to the cost-intensive production of turned parts: the chipless manufacturing process b&m-ECCO TEC®."

The freshly appointed SVP comments on his upcoming tasks: "I very much look forward to supporting and shaping the growth course and the exciting projects at b&m."