

Media Release

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Christian Straubhaar – New Head of Sales at Rieter Machines & Systems

In course of the succession planning, Christian Straubhaar will take on the position as Senior Vice President Sales at Rieter Machines & Systems in Winterthur on January 1, 2021. Straubhaar will succeed Reto Thom who will retire.

Christian Straubhaar holds an Engineering Master's Degree in Industrial Management from the Swiss Federal Institute of Technology in Zurich (ETH) and is a sales executive with 20 years of extensive experience in the textile industry. Recently, Straubhaar was responsible as Group Sales & Marketing Director at Iteima for the world-wide sales of machines and spare parts. Prior, he held various positions in Operations and as Business Unit Head in Iteima and other global textile companies.

His professional career shows a solid track record in identifying new market potentials and growing the business for the company. Straubhaar has a longstanding experience in selling to both large and small customers and developing key accounts within our industry.

Reto Thom has very successfully lead the Sales department at Rieter Machines & Systems for many years and made an enormous contribution to the success of the company.

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About Rieter

Rieter is the world's leading supplier of systems for short-staple fiber spinning. Based in Winterthur (Switzerland), the company develops and manufactures machinery, systems and components used to convert natural and manmade fibers and their blends into yarns. Rieter is the only supplier worldwide to cover both spinning preparation processes and all four end spinning processes currently established on the market. Furthermore, Rieter is a leader in the field of precision winding machines. With 16 manufacturing locations in ten countries, the company employs a global workforce of some 4 520, about 21% of whom are based in Switzerland. Rieter is listed on the SIX Swiss Exchange under ticker symbol RIEN. www.rieter.com

Picture



Fig. 1: Christian Straubhaar

<https://rieter.picturepark.com/Go/H4386e5E>

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