

Press release

Geislingen/Steige, 8th August 2019

Eva Gold appointed Senior Manager Global Brand & Communications for WMF Professional Coffee Machines

With effect as of 1st June 2019, Geislingen-based coffee machine manufacturer WMF has appointed Eva Gold (27) Senior Manager Global Brand & Communications with responsibility for all communications activities for the company's professional coffee machines. In her new position, Eva Gold is responsible, for example, for the development, implementation and management of an integrated brand and communications strategy. This includes the monitoring of brand and corporate design as well as providing tactical and operational support for individual communications activities of the global market leader's subsidiaries and distributors. "We are delighted to have Eva Gold take on this challenging task. As a strengthened team, we will now be pursuing our aim of strengthening WMF's leading position as a premium brand in the professional coffee machine sector even more intensively," said Viola Linke, Vice President Global Marketing, GBU Professional Coffee Machines (PCM).

Eva Gold began her professional career with WMF Group GmbH in September 2017 as a student trainee in the Global Marketing department. During this time, she wrote her master's thesis in International Marketing & Communication. In May 2018, following her successful graduation from the Heilbronn University of Applied Sciences, Eva Gold took up the position of Global Communications Manager for WMF Professional Coffee Machines. In June 2019, she was appointed Senior Manager Global Brand & Communications for WMF Professional Coffee Machines.

Image request

You can find images on our media portal <http://press-n-relations.amid-pr.com> (search term "WMF_EvaGold")

Press release**Further information:**

WMF Group GmbH
Corinna Lägeler
Corporate Communications
Eberhardstraße 35 – 73312 Geislingen,
Germany
Tel.: +49 73 31 25 8833
Fax: +49 73 31 25 8061
corinna.laegeler@wmf.de - www.wmf.de

Press and public relations:

WMF Pressebüro
c/o Press'n'Relations GmbH
Monika Nyendick
Magirusstraße 33 – 89077 Ulm, Germany
Tel.: +49 731 96287-30 – Fax: +49 731 96287-97
wmf@press-n-relations.de - www.press-n-relations.de

About the WMF Group

For more than 160 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. The company, based in southern Germany, is global market leader in the Professional Coffee Machines (PCM) sector. With the aim of being first choice worldwide for professional coffee solutions, the “made in Germany” quality seal combines premium products and innovative strength with peak performance and reliability.

At the core of the WMF PCM solutions portfolio is a clear message: Designed to Perform. The business unit from Geislingen an der Steige has just the right concept for every business model in the coffee sector – from high-performance fully automatic machines for coffee specialities and filter machines right through to fully automatic portafilters and innovative digitalisation concepts. Moreover, national and international customers alike profit from high-quality consulting and service. The basis here is the largest in-house service organisation for professional coffee machines in Europe. Regular training courses in the WMF training centres ensure that this know-how is continuously passed on to the entire global WMF service network.

At the end of 2016, WMF Group became part of the French Groupe SEB consortium. In this context, all B2B brands of the Group were recently brought together under the umbrella “SEB PROFESSIONAL.” In addition to WMF PCM, the umbrella brand also includes Schaerer and Wilbur Curtis coffee machines as well as the business division Professional Hotel Equipment with the brands WMF Professional and HEPP.