

JOHANNA DEWITZ TAKES OVER AS HEAD OF MARKETING AT WUNDERLICH

On 1 April 2021, Johanna Dewitz took over the management of the marketing department of Wunderlich GmbH, the internationally renowned specialist for high-quality BMW motorbike components, in Graftschaft Ringen/Germany. Johanna Dewitz contributes her many years of experience in marketing. She can look back on positions at excellent companies such as Audi AG and most recently Ducati Motor Germany. "I am looking forward to my new task and the challenges it will bring. I was attracted by four aspects at Wunderlich: the change to the premium accessories business, the international, future-oriented, strategic overall orientation, the sustainability concept that is firmly anchored in the company, and the hands-on attitude that is practiced at Wunderlich."

Sven Cremer, who was responsible for trade fairs and events as well as social media for many years, took over the position of the deputy head of marketing on 1 April.

"The area of our marketing is huge and it is international. I wish Johanna and Sven much success in their respective new tasks and I look forward to working with both of them. At the same time, I would like to thank Arno Gabel, who has driven the strategic development and expansion of our brand and its public perception with a great deal of experience and success over the past almost four years. It was Arno Gabel's personal wish to hand over the position of Head of Marketing during a very successful period. He is taking on a new staff function in the company and I am pleased to be able to continue to rely on his expertise in the future!" explains Frank Hoffmann, Managing Director of Wunderlich GmbH.

Note:

The persons involved in the photos had a day-current, negative PoC antigen test at the time the photos were taken.

Web links:

www.wunderlich.de/en
www.wunderlich.app
[Wunderlich Interactive Showroom](#)

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Wunderlich Managing Director Frank Hoffmann (right) and the new Head of Marketing Johanna Dewitz (left)



Deputy Head of Marketing Sven Cremer (left) Wunderlich Managing Director Frank Hoffmann (centre) and the new Head of Marketing Johanna Dewitz (right).



Wunderlich Managing Director Frank Hoffmann (right) and the previous Head of Wunderlich Marketing Arno Gabel (left)