

New Generation in Global Sales Management at Möhlenhoff: Tobias Marner succeeds Eckhard Cramme

After 29 successful years, Eckhard Cramme (64) hands over the sales management of the OEM manufacturer Möhlenhoff, which has grown into the market leader of thermal actuators during this time, to his successor Tobias Marner (34). The generation change is going according to plan. Marner has already been in charge of the key account management of the family-owned company since 2021. The handover took place in July 2022. Cramme will remain with the company as a Senior Consultant.

Eckhard Cramme took over as global sales manager in 1993. During this time, the company has grown steadily. Today the hidden champion supplies around 7.5 million actuators annually to more than 60 countries. Also, the HVAC manufacturer added electronic room-by-room temperature control and smart home technology for residential and commercial building services to its portfolio during this period. Almost all big brands in the HVAC industry rely on individually customized products from Möhlenhoff, mostly rebranded, hence mainly known to insiders. Over the years, Cramme has played a major role in the successful development of the company. From a company with 15 employees only in 1993, Möhlenhoff has grown to become the market leader with almost 200 employees today. The innovation leader continues to live continuity, as the Möhlenhoff veteran is not retiring completely: Cramme will continue to be available to his successor Tobias Marner as a Senior Consultant.

Marner, Master of Engineering and economics, has been successfully active within the industry since 2011 in various positions as Area Manager, Key Account Manager and Sales Manager with steadily increasing responsibility. In 2021, he joined Möhlenhoff and has been in charge of Global Key Account Management since then. From July 2022 onwards, order fulfillment and sales operations as well as technical service will complement his area of responsibility to form his overall accountability for Global Sales Management. Like his predecessor, he will report directly to the Chairman of the Board of Management, Frank Geburek.

About Möhlenhoff

Based in Salzgitter, Germany, Möhlenhoff GmbH is a supplier of products and systems for the heating, ventilation and air conditioning industry. The company specializes in the development and manufacture of solutions for electronic room-by-room temperature control

and smart home technology. Möhlenhoff is the global market leader in the field of thermal actuators. Over a period of more than 40 years, the company has established itself as a reliable, expert partner for OEM customers in these sectors.



Description: Eckhard Cramme (left) hands over Möhlenhoff's Global Sales Management to Tobias Marner after 29 successful years.



Description: Eckhard Cramme hands over sales management after 29 successful years. He will remain on as a senior consultant.



Description: Tobias Marner has been responsible for Möhlenhoff's worldwide sales since July 2022.

Source: Möhlenhoff GmbH

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Note to editors:

***If umlauts pose a challenge in production process,
we appreciate using the spelling Moehlenhoff instead.***

Sincerest thanks!

Meta-Title:

New Generation Global Sales Management at Möhlenhoff: Marner succeeds Cramme

Meta-Description:

Successful generation change: Eckhard Cramme hands over Möhlenhoff's sales management to Tobias Marner after 29 successful years

Meta-Tags:

Möhlenhoff, Cramme, Eckhard Cramme, Marner, Tobias Marner, actuators, thermal actuators, individual room control, room-by-room temperature control, smart home technology control, heating control, heating, ventilation and air-conditioning technology, room climate, floor heating, hydronic heating, ceiling heating, wall heating, panel cooling, ceiling cooling, hydraulic balancing, control components, control systems, energy efficiency, efficient heating, OEM manufacturers, OEM solutions, OEM actuators, OEM thermal actuators, HVAC, P&H, RBS, DBS, CBS, M&C, Building Services, Residential Building Services, Domestic Building Services, Commercial Building Services

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