

April 28<sup>th</sup> 2020

## **Bernd Preuschoff becomes new Chief Digital Officer of the uvex group**

Bernd Preuschoff will assume the position of Chief Digital Officer (CDO) in the uvex group as of 4 May 2020. "Digital transformation has been an important pillar of our corporate strategy for several years now," explains Michael Winter, managing partner of the uvex group. "We are delighted to have found in Bernd Preuschoff a digital expert who, with his 20 years of experience in various management roles at management consultancies, agencies and well-known brand companies, will provide new impetus in the digitisation of our family business." His responsibilities at the uvex group include the expansion of existing and the development of new digital business models as well as intelligent services for the efficient design of all necessary processes and systems.

Bernd Preuschoff's most recent position was with the Schwan Group, whose digital activities under his leadership have received numerous awards. As CDO at Schwan Cosmetics since 2017, he has been responsible for building up the digital division, the "Schwan Digital Studio", and since November 2017, as CIO, also for worldwide IT. Prior to this, he was Associate Partner at IBM Interactive Experience (iX). There he was head of the "Digital Strategy" division and implemented digital business concepts for DAX and medium-sized companies in Germany and abroad.

## **uvex group**

The uvex group brings together three globally active companies under one roof: the uvex safety group, the uvex sports group (with uvex sports and ALPINA Sports), and the Filtral group. The uvex group is represented in 22 countries by 48 subsidiaries but chooses to do most of its manufacturing in Germany. Two thirds of the company's around 2.700-strong workforce (as at FY 2018/19) is employed in Germany. uvex is a global partner to international elite sport and equips a host of top athletes. The motto protecting people is at the heart of the company's activities. uvex develops, manufactures and distributes products and services for the safety and protection of people at work, in sport and for leisure pursuits.

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