

## **Thorsten Cramer new CEO of Ansorg GmbH - Shaping the Future Direction**

Ansorg GmbH announces that Thorsten Cramer has been leading the company as the new CEO since March 1, 2024. With extensive leadership experience in the lighting industry at international companies, Mr. Cramer brings comprehensive expertise to the management.

As a key cornerstone of its long-term strategy, Ansorg GmbH aims to establish a future-oriented management structure. This includes gradually transferring responsibility to a new leadership team composed of experienced professionals in sales, finance, and operations. The first phase of this new management structure was successfully initiated in 2022, appointing key positions in operations and finance with experienced executives. Thorsten Cramer's appointment as CEO marks another step in this development. This measure strengthens the leadership structure of Ansorg GmbH and supports the targeted further development of corporate management.

Ansorg GmbH will continue to focus on providing innovative and outstanding lighting solutions for the retail industry. "I look forward to continuing Ansorg's success story," says Thorsten Cramer. The current managing directors, Rudolf Pütz and Manfred Meier, will continue to actively support the transition and remain with the company as shareholders in advisory roles.

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