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An experienced sales expert joins Blanco from the furniture sector

Volker Starzmann will be responsible for international sales at the BLANCO Group

On 01/12/2019 Volker Starzmann will take over management of international sales at the kitchen water hub specialist. In doing so, the 53-year-old Business Management graduate will assume responsibility for the entire international business, which brings in 257 million euros (2018) – two-thirds of the Blanco Group's entire sales. Born in Pforzheim, Volker Starzmann studied Business Administration with a technical focus at the University of Stuttgart, before concentrating on international sales and marketing management in the consumer and durable goods industry from the very start of his career.

Volker Starzmann comes to us from Rauch Furniture, where he was a member of the senior management team and held the post of Chief Sales and Marketing Officer. For several years prior to that he was responsible for the worldwide management of sales, marketing and customer service at office furniture manufacturer Wilkhahn. Other positions include working for the Husqvarna Group and for Hansgrohe, where he headed up various international sales operations.

"We are delighted that we have been able to bring Volker Starzmann on board for this demanding challenge," says CEO Frank Gfrörer. "His expertise is a fantastic fit with our ambitious plans for growth." The sales experts adds, "from an international point of view, the kitchen is also a hugely exciting area, as every country has its own culture, with specific

customer requirements for the equipment around the water hub. This means that the sales structures and channels are also just as different in the individual regions. I'm really looking forward to working with my team, the subsidiaries and partners all over the world as we take on these challenges and build upon Blanco's strong position".

Image caption:

Volker Starzmann will be responsible for international sales at the kitchen water hub specialist from 1 December 2019.

Photo: Blanco

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