

CORPORATE NEWS

Brigitte Falk becomes new CIO / COO at FORCAM

- Internationally renowned IT manager gets on board for IT and digital marketing

The internationally experienced IT manager Brigitte Falk will be responsible for internal IT and digital marketing for lead generation at the industry 4.0 specialist FORCAM from 1 June 2020. The position has been newly created. As CIO / COO, Ms Falk reports to FORCAM Managing Director (Co-CEO) Oliver Hoffmann, responsible for worldwide sales.

Oliver Hoffmann: "We are very pleased to have won such an experienced and empathic colleague for FORCAM with Brigitte Falk. In our ambitious growth plans, Brigitte Falk will be able to support us significantly in aligning our IT and digital marketing even more effectively with locations on three continents."

The appointment follows immediately after the announcement of the new dual leadership at FORCAM with Dr. Andrea Rösinger and Oliver Hoffmann. FORCAM founder and former CEO Franz Gruber has moved to the newly founded supervisory board.

Dr. Andrea Rösinger: "Brigitte Falk is a well-known personality in the international IT industry, she has received several awards from independent juries. With her profound know-how in IT and marketing, she will noticeably advance the positioning of FORCAM as a provider of the central IIoT platform solution - the Open Manufacturing Cloud".

Brigitte Falk's career stages: SAP, Celesio, CRONIMET

Brigitte Falk, born in 1963, is an internationally renowned manager with around 25 years of management experience in the IT industry. Her focus is on the innovation environment, digitalization and agile working methods. In addition, she is an expert in the development of strategic future scenarios in business cooperation with customers and suppliers.

Brigitte Falk began her professional career in 1996 at SAP as Product Manager Oil and Gas. In the following years she worked in corporate development, innovation management and event management. In 2004, she took over the Business Operations department as Marketing Director.

After graduating with Malik MZSG Executive Diploma, Brigitte Falk founded the Simplicity Company to support consulting firms, analysts and investment banks with strategic consulting worldwide. In 2014 she took over global responsibility for Marketing & Sales Applications at Celesio AG (today McKesson Europe). In 2017 she was appointed Division Lead Organization & Information of CRONIMET Holding GmbH.

Supervisory Board positions and prices

Brigitte Falk is a member of the Supervisory Board / Board of Directors of the following companies:

- Liebich & Partner Management- und Personalberatung AG (since 2019)
- Efecte Plc with headquarters in Finland (since 2020)

Brigitte Falk has received several awards, including

- CIO of the year 2019 - Women in IT Awards Europe / Bonhill
- CIO of the year 2018 - CIO Magazine and Computerwoche, category medium-sized businesses

Dietmar Hopp is majority shareholder of FORCAM

SAP co-founder Dietmar Hopp has been a shareholder of FORCAM since 2004 and took over the majority in mid-2019. Dietmar Hopp recently explained his stake in FORCAM GmbH in an interview. Hopp: "The right technology platform today determines the future viability of companies.

Dietmar Hopp continues: "I would like to give customers and prospective customers the signal that you are investing in a sustainable partnership with FORCAM".

[Interview with Dietmar Hopp](#)

About FORCAM - www.forcam.com

In the era of the Industrial Internet of Things (IIoT), manufacturing companies need a strong and flexible IT backbone in production. FORCAM supports companies in significantly increasing their efficiency in production and planning. FORCAM provides an open and fully flexible IIoT platform solution for intelligent manufacturing. It is rated by analysts as "best in class". The turnkey and freely expandable cloud platform solution is used by large and medium-sized companies alike - including Airbus, Audi, BMW, BorgWarner, Daimler, Krones, KUKA, Pratt&Whitney, Schaeffler and Swarovski. More than 100,000 machines worldwide are already monitored with FORCAM technology. FORCAM is headquartered in Ravensburg, with offices in the USA (Cincinnati), England (Rugby) and China (Shanghai).

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