

NEW DUAL MANAGEMENT AT **LOHMANN BREEDERS**



Building the Bridge to the Future – together!

Latest since our this year's **Franchise Distributor Meeting** you know: **LOHMANN BREEDERS** has a new management.

From now on, the leadership of the company will be divided between two managing directors who are responsible for different areas.

Continuity....

Mr. Jörg Heier has taken over the position of Managing Director Operations with effect from July 1, 2021. In this position, he is responsible for the overall operational management of the company, including administration and the entire production and supply chain.



Many of you know Jörg Heier (49) who has already joined LOHMANN in 2014 as Director of Global Production with full responsibility for all global production operations. **Mr. Heier holds a degree in civil engineering with focus on animal husbandry.**

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...meets new sales spirit

With effect of October 1, 2021, Mr. Christoffer Ernst accepted the position as Managing Director Sales. He will assume responsibility for the overall commercial management of the company, including sales, technical service, marketing as well as all PR & communication related activities.



Christoffer Ernst (47) is a Danish citizen and holds a **degree in international marketing and management.** He brings more than 20 years of high-level commercial management experience in the global egg industry to LOHMANN.

Having lived in the US and Belgium **he relocated to China in 1998 where he played a key role in the successful strategic development of the Asian market** for leading players in the global egg handling and processing industry.

Since 2011 Mr. Ernst has held the position as Managing Director Asia for the Moba Group.

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The bridge between past and future

This generational change at the management level is an important step for LOHMANN to meet the ever-changing market requirements and challenges also in the future.



Two managing directors, each specialized in his field, bring in new innovative ideas and thus secure the two cornerstones of LOHMANN: high-quality breeding stock that fully exploit their genetic performance potential in combination with a perfect production and supply chain as well as an exceptionally close customer relationship and excellent after-sales service.

Continuity and progress - the basis for our and your success in the future.

