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Management Changes at EyeC: Markus Fietkau Is the New Sales Director

- **Markus Fietkau will be responsible for sales management, while Ralph Beier will support the department as Business Development Director.**

Hamburg, Germany, November 14, 2023. Markus Fietkau has been appointed as Sales Director for EyeC GmbH, effective October 1st. Markus is now responsible for planning, implementing and controlling the sales activities of the global provider of print image inspections. He takes over the position from Ralph Beier, who in his new role as Business Development Director will now focus exclusively on operational and strategic development in the company's global environment. Both Fietkau and Beier will report directly to the executive management of EyeC GmbH.

With over 30 years of experience in technically demanding sales and an impressive track record, Markus Fietkau has been playing a key role in the further development of EyeC's global sales organization as the new Sales Director since October. The industry expert began his professional career after graduating from high school with an apprenticeship as an industrial clerk and expanded his knowledge with a degree in business administration. Before joining EyeC as Global Account Manager in April 2017, the 50-year-old worked in sales at a northern German printing company for four years. He then spent a further 10 years in the field of pharmaceutical logistics, where he deepened his expertise and further expanded his network. Most recently, he held the position of Deputy Sales Director at EyeC, in which he successfully looked after global customers and interested parties from the print sector and supported the sales team in all matters. In his new position, Fietkau will be responsible for the company's global sales activities and work closely with sales partners to drive EyeC's further development.

The experienced sales expert will take over directly from Ralph Beier, who will assume the position of Business Development Director after more than six successful years as Head of Sales at EyeC. Beier brings with him over 40 years of experience in the field of technology and many years of work in the printing industry. The move will see the internationally experienced manager concentrate on expanding special projects, products and markets and identifying strategic business opportunities.

"We are delighted to welcome Markus Fietkau as the new Sales Director at EyeC," says Dr Ansgar Kaupp, Managing Director of EyeC. "Together with Ralph Beier in the position of Business Development Director, we now have two experienced executives with a strong entrepreneurial track

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record who have already been able to profitably establish numerous national and international sales strategies in the market thanks to their valuable expertise and passion for sales. This is the best basis for making a valuable contribution to the continued success of EyeC," continues Kaupp.

With the personnel changes at the management level, EyeC is focusing on its commitment to continuous growth and enhancing its position as one of the world's leading artwork verification and print image inspection companies.

Images



Markus Fietkau, Sales Director at EyeC GmbH



Ralph Beier, Business Development Director at EyeC GmbH

About EyeC

Founded in 2002, EyeC GmbH provides fast, accurate, and easy-to-use artwork and print inspection systems. EyeC is the only provider on the market that ensures product quality throughout the entire manufacturing process – from the first artwork file to the finished printed product. Products from EyeC provide users with 100% confidence about the print quality of their products, such as labels, folding boxes, package inserts, or flexible packaging. As a result, complaints, and recalls are minimized, production costs lowered, and quality testing optimized. Around the world, more than 3,000 EyeC inspection systems are currently in use at pharmaceutical companies, printers, and manufacturers of branded goods. The company currently employs over 70 people in Hamburg and has international sales partners in more than 100 countries.

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