

## Press Release

Date: 22<sup>nd</sup> of March 2022

### Hydract A/S hires Dirk Dubiel as Head of Sales & Marketing

Experienced sales professional to grow Hydract A/S business.

Dirk Dubiel will take responsibility for Hydract's Sales & Marketing activities including the development of our Sales and Product Strategy. Dirk worked the last 9,5 years for GEA Group AG and headed for the last 2,5 years GEA's Business Line Aseptic Valves in Switzerland within the Business Unit Valves & Pumps. Dirk is an experienced manager focused on ensuring continued profitable sales growth, leveraging modern sales processes and tools, and driving business development.

Dirk holds an MBA focused on Strategy Mgmt., Sales & Marketing, and a Diploma in Dairy Technology. He has a very strong background in our customer's liquid processing industry, especially in dairy processing where he has his operational foundation.



(Left: CEO **Peter Espersen**; Right: Head of Sales & Marketing **Dirk Dubiel**)

#### **Peter Espersen emphasizes:**

“I am pleased to announce the signing of Dirk Dubiel as Head of Sales and Marketing to our team. Dirk brings extensive sales and marketing experience as well as deep knowledge from the process equipment and engineering industry. It's exciting to add such an experienced sales professional to our team to grow our business. Dirk is delighted to support our customers to improve their sustainability and to rethink with them their liquid processing.”



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“It’s a great pleasure for me to join this game-changing technology company. I’m excited to be the spearhead to solve our industry issue which I faced during my time in plant operation. It’s wonderful taking the advanced HYDRaulic ACTuator technology to tackle multiple issues in liquid processing. I’m proud to actively contribute to improving sustainability.“, Says Dirk Dubiel

We welcome Dirk and are looking forward to further growing our business together.

**Contact data:**

Peter Espersen	CEO of Hydract A/S	+45 61 85 10 00
Dirk Dubiel	Head of Sales & Marketing	+45 22 99 07 70