

PRESS RELEASE

OTT Hydromet Group appoints Stanzi Prell as Head of Marketing

Kempton (Germany), September 2016. Stanzi Prell (49) has strengthened the leadership team at the OTT Hydromet Group since September as Vice President Marketing. In this function, she has responsibility for the strategic development of the group with a focus on brand management and marketing communication. She reports directly to Dr. Anton Felder, the Managing Director of the OTT Hydromet Group.

Before joining the OTT Hydromet Group, Stanzi Prell was President Commercial EMEA (Europa, Middle East and Africa) at KaVo Dental GmbH for four years, which is part of the Danaher group. Other positions in the Danaher group included General Manager Asia-Pacific at the KaVo Kerr Group and Director of Marketing at Hach, the leading manufacturer of solutions in the field of professional water analysis. Prell was previously employed as a marketing expert by leading consumer-goods manufacturers, such as The Gillette Company and Philips Electronics, and can thus look back to rich international experience in marketing and product management.

"With the latest acquisitions of Sutron and LUFFT, the OTT Hydromet Group has grown by two strong partners. It is particularly important to me to align the individual brands in such a way that our customers can choose from a broad range to find optimum solutions for their special measurement needs", says Prell. "In the process, I consider it important to strengthen the group communication, especially in digital media. Our customers will have better access to the

topics that they are interested in, and it will become easier for them to find the correct contact person."

Alongside OTT Hydromet GmbH, the OTT Hydromet Group includes the brands Hydrolab, ADCON Telemetry, Sutron and LUFFT. With solutions for professional data acquisition in the areas of hydrology, applied meteorology and renewable energies, the five members have made a name for themselves worldwide. Their products stand for the highest quality and reliable data in the service of the environment. The concentrated expertise in the areas of environmental measurement technology, telemetry and data management strengthen the innovative power of the group and make customer-oriented, complete solutions possible that greatly exceed what the strengths of an individual brand can offer.

Together with the Seabird Scientific group, the OTT Hydromet Group is integrated into the HACH Environmental area of the Danaher group.

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About OTT Hydromet GmbH:

The globally operating OTT Hydromet GmbH can look back on a more than 140-year history and has its headquarters in Kempten in Germany. In Europe, it is the leading provider of complete hydrometric systems for performing hydrological and meteorological tasks. Its subsidiaries and agencies in more than 90 countries all over the world supply efficient solutions in hydrometrics, meteorology, and environmental technology.

Through the fusion of three independent companies (OTT Hydromet, Hydrolab and Adcon Telemetry) in 2002 and 2011, as well as the expansion with the independent companies Sutron and Lufft in 2015/16, the OTT Hydromet Group has the expertise of a company growing internationally. With its trend-setting measurement and communication technology in the fields of water quality, water quantity, meteorology, data management and telemetry, the company contributes sustainably to protecting the environment.

Picture caption:

Picture:

Stanzi Prell, Vice President Marketing of the
OTT Hydromet Group



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