

Dirk Wunder Takes Over Corporate Marketing at Turck

Experienced industry expert aims to drive the marketing strategy for the globalization and digitalization of the automation specialists

Mülheim, September 2, 2019 – Dirk Wunder will be responsible for Corporate Marketing at the Turck automation specialists from September 1, 2019. The industry expert will take over the position of managing director Christian Wolf, who has so far covered this area in addition to his other duties. The new marketing manager comes with many years of experience in positions of responsibility. He started his professional career as head of marketing at Moeller and then in a similar position at Sick. In the past five years Wunder has been marketing director at Schneider Electric for the DACH region, where he could particularly apply his know-how in the area of internationalization and digitalization.

“We are very pleased to have Dirk Wunder, a very experienced marketing professional, in our team,” Wolf remarks on the new colleague. “We are convinced that we have found the right person to manage the corporate marketing area and thus drive the marketing strategy for the development of the company into a globally operating and leading automation specialist and further advance brand awareness sustainably.”

Dirk Wunder himself considers the Turck brand to be very well placed with potential for further growth: “Together with my team I intend to consistently expand brand awareness, internationalization and also digitalization,” vows the new director of corporate marketing. “A global brand strategy and partnership-based solutions with the customer will enable the whole company to continue to generate profitable growth.”

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Dirk Wunder is the new director of corporate marketing at Turck

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