Press Message

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Christian Erles, new Vice President of Sales International at Pilz - Newly established Sales with a new Head

Ostfildern, 22.08.2017 - **Global and international: The automation company Pilz from Ostfildern has completed the reorganisation of its international Sales department. As the new Vice President of Sales International, Christian Erles works at the forefront of international Sales activities.**

The 47-year-old studied electrical engineering and business administration with the certificates Dipl.-Ing. (FH) Electrical Engineering, Master of Science IT and Master of Business Administration. Before joining Pilz, Christian Erles worked as the Head of Global Sales & Marketing PLC in the Process Automation business unit at ABB.

“The focus is on customer orientation. We are aligning our strategy and objectives with an even greater emphasis on the respective national market,” explained Erles. The 40 Pilz subsidiaries play a key role here as the most important point of contact with the customers: “Through their close relationship with the customers, they are the best at understanding their needs and requirements”, stated Erles.

Within the Sales department, Pilz has worked to expand not only Sales Support and Regional Management, but also particularly the Business Development sector. “It is important to tap into new business areas, while at the same time improving how we incorporate customer needs into our products,” said so Erles. Christian Erles is the successor of Klaus Stark, who is now working as the Head of Innovation Management at the Swabian family business.

Caption: *Christian Erles is the new Vice President of Sales International at the automation company Pilz.*

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