

Press Release

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HAEBERLE appoints Armin Smajilovic as Head of Marketing & Sales and confers procuration

Stuttgart – HAEBERLE, developer and producer of innovative cart systems for use in medical technology or industry applications has appointed Armin Smajilovic as Head of Marketing & Sales and conferred procuration. Since 1 July 2020, Armin Smajilovic has been supporting management and now officially represents the company externally. He has many years of experience in the domestic and international industrial and medical sectors and has been working at the company for two years as Head of Marketing & Product. One of his goals is to accelerate the digital transformation at HAEBERLE and to put the company in a position to meet the challenges of medical technology in a dynamically changing market environment.

Armin Smajilovic, in his position as Head of Marketing & Product, has already made a significant contribution to product development and implemented marketing strategies for HAEBERLE's industry-leading product lines. "The focus of his new duties is to drive the company's internationalisation forward and open up further markets and sales channels," says Bernd Hofacker, Managing Director at HAEBERLE. "By conferring procuration, we are taking the next step and reinforcing Mr Smajilovic's high level of professional competence and leadership qualities.

Armin Smajilovic undoubtedly has the necessary skills. In his career to date, he has held various positions in the mechanical engineering industry. He gained international experience through the establishment of a sales network in Japan. Prior to moving to HAEBERLE, Mr Smajilovic was Head of Sales & Product Management at Rother Technologie GmbH & Co. KG and was responsible for the further development of the product portfolio.

As a specialist in multifunctional cart systems, HAEBERLE has developed many product lines over the decades. The individual product solutions stand for mobility, flexibility and reliability, as well as quality that meets the high expectations of our discerning customers and target industries. Mr Smajilovic will follow on from this, using his expertise to position and continue to advance the company as a development partner for medical technology.

About HAEBERLE

For almost 90 years, HAEBERLE has been an innovative partner for medical furnishings. Our versatile cart systems for various medical applications are now in use all over the world. With our wide range of standard products, around 28,000 different solutions can be configured, including equipment trolleys, rounds trolleys and ward trolleys, complemented by a full range of accessories.

In order to adapt our cart systems to our customer's high-quality medical products, we have already developed individual solutions for countless renowned companies. In both function and design, they are precisely adapted to the respective requirements. We also set the highest quality standards in production. Our company is, of course, certified according to DIN EN ISO 13485:2016.

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