

Press release

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Armin Smajilovic becomes Vice President of HAEBERLE

Stuttgart – HAEBERLE, a developer and manufacturer of innovative cart systems for use in medical technology and industrial applications, has appointed Armin Smajilovic as Vice President. Armin Smajilovic joined HAEBERLE in 2018, and his outstanding performance and commitment to the organisation has been instrumental in the company's growth and development. He has assisted the management team as an authorised signatory since 1 July, 2020 and is also an official external representative of the company. Armin's previous role was Head of Marketing & Sales. In his new position, Mr. Smajilovic will actively support the management team in marketing, human resources, technology and business development.

“We are very proud to have Armin Smajilovic as part of our team, and are convinced he will do an excellent job in his new role,” says Bernd Hofacker, Managing Director at HAEBERLE. “His ability to confront complex challenges and his passion for developing talent have made him an extremely valuable member of our company.”

“I'm looking forward to my new work duties and to further developing the corporate strategy,” says Armin Smajilovic, Vice President at HAEBERLE. “One of my objectives will be to accelerate the digital transformation at HAEBERLE and position the company to meet the challenges of medical technology in a dynamic market environment.”

Armin Smajilovic has many years of experience in the international and national industrial and medical sectors. In his last position as Head of Marketing & Sales at HAEBERLE, he played a key role in optimising corporate sales structures and the strategic establishment of sales channels. A significant marketing measure was refreshing the corporate design and developing a strong brand identity.

As Vice President, he will focus on the company's international expansion and the penetration of new markets. The first phase will be to concentrate on the MENA region and the USA. Armin Smajilovic intends to strengthen existing business relationships while also establishing and developing new contacts in this area. “I am looking forward to this role and to supporting the growth of our company in these regions by implementing targeted strategies and measures,” says Armin Smajilovic, Vice President of HAEBERLE.

About HAEBERLE

HAEBERLE has been an innovative partner for medical furniture for 90 years. Today, our versatile trolley systems are used for a range of medical applications all over the world. Users can configure approx. 28,000 different solutions from our wide standard range, including equipment carts, ward round carts and ward trolleys, along with a comprehensive line of accessories.

We have already developed individual solutions for numerous high-profile companies to coordinate our trolley systems with high-quality medical products for our customers. The function and design of these solutions are precisely adapted to our customers' requirements. We also apply the highest quality standards in production. Moreover, our company is, of course, certified in accordance with DIN EN ISO 13485:2016.

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