

BMG RM EE/MEA

Munich, 05.05.2006

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Category:  
Organization

Distribution list:  
Heads of BMG World  
Employees of BMG Germany

BMG Circular No. 35/2006

### **Organizational Announcement Regional Management EE/MEA**

We are pleased to inform you on following changes in our Region, which are effective May 1<sup>st</sup>, 2006 (for illustration, please also refer to the attached Org-Chart):

**Andreas Müller** has been appointed as **Head of Regional Marketing EE/MEA**, effective from April 25<sup>th</sup>, 2006. He will continue to be acting as Head of Regional Marketing Support at HQ Marketing until a successor solution is in place. Agota Kovacs-völgyi will concentrate on her CEE marketing role. We would like to thank her for her great contribution to our region in the last years. Andreas has several years of experience in marketing in the mobile industry – with Siemens Mobile Phones, Siemens Communications and outside of Siemens. Before joining Siemens, Andreas successfully proved his entrepreneurial skills by developing 12snap AG, a business he founded in 1999, turned into a global market leader in mobile marketing and managed to make the business profitable.

**Petra Ullmann** has been appointed as **Head of Regional Product Management EE/MEA**. Petra has extensive Product Management experience on both, country and on regional level. She took over this responsibility from Kerstin Lohmann. Kerstin decided to leave the company for personal reasons as of April, 30<sup>th</sup> 2006. We thank her very much for her dedicated work and wish her all the best for the future.

**Ronaldo Robl** has been appointed as **Head of Operations Management EE/MEA**. He took over this responsibility from Kerstin Lohmann with effect from April, 1<sup>st</sup> 2006. Prior to this assignment, Ronaldo Robl successfully led the Business Development activities for region Eastern Europe. Ronaldo gained management experience in various functions, incl. key account management, operation management, marketing intelligence and sales strategy.

**Stephanie Zinn** who worked for the Account Team TMO and for Business Development BenQ Mobile CEE before, will take over the new position of Josef Forer's **Executive Project Manager**. Her tasks will include coordination of cross-functional and cross-country topics for Region EE&MEA.

**Gerhard Perschy** has been appointed as **Head of Sales Intelligence & Strategy EE/MEA**. The Region's SI&S team will be located in Vienna. In this role, Gerhard reports the Regional Management. Gerhard Perschy will maintain his position as Managing Director of BenQ Mobile CEE GmbH.

All above mentioned function heads report directly to the Regional Management EE/MEA.  
Please give your full support to them and their teams in their new roles.

sgd. Josef Forer

sgd. Gerd Schwandner

Attachment: Annex to BMG RM EE/MEA

## Organization Regional Management EE & MEA

status: 27.04.2006

