

Dr. Kay Michael Fischer will take over responsibilities as General Manager Eckes-Granini Germany

Nieder-Olm, July 22nd 2014. Dr. Kay Michael Fischer (49) will take over the responsibilities from Heribert Gathof as General Manager Eckes-Granini Germany as of 1 September 2014. In this role he will also be a member of the Executive Board of the Eckes-Granini Group.

Dr. Kay Michael Fischer studied Business Administration in Hamburg. He graduated with a diploma and made his doctorate in parallel to his professional career which he started at Procter & Gamble, Schwalbach, in 1992. As a Product Manager he was responsible for the brands Valensina, Punica and Pringles before he extended his experience as Key Account Manager in the Sales area.

After six years he changed to Schwartauer Werke in Schleswig-Holstein, the leading manufacturer of jams (Schwartau Extra, Mövenpick) and Muesli bars (Corny). His career at Schwartau's began with the role as Head of Marketing, it was enlarged by the additional responsibility for Research & Development, before he took the general accountability as chairman of the German Executive Board.

The next important step in his career followed in 2005 when Dr. Kay Michael Fischer changed to Lorenz Bahlsen Snack World, a European producer of salty snacks (Crunchips, Erdnusslocken, Salzletten). In the function of General Manager Germany he led the company to sustainable and profitable growth, making Lorenz the German market leader in branded snacks.



In his final position he was General Manager for the central Europe business at STA Travel, London, a global operating travel agency specialized on world and adventure tours for young people and students. He took the responsibility for this business during a difficult phase of expansion and led it into profitable success within two years of re-orientation and change.

“We are happy that we could win Dr. Fischer for our company and for our challenging future targets” notes Thomas Hinderer, Chairman of the Executive Board.

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