

## Sandra Keller: new Head of Sales for Bimbosan Switzerland

*Hochdorf, 30 May 2023* - The HOCHDORF Group has filled a key position in its sales team with effect from 1 May 2023: Sandra Keller has been engaged as successor to the previous post holder Paul Mazenauer as Head of Sales for Bimbosan Switzerland and Head of Infant Nutrition Switzerland. Since 1932, Bimbosan has been the Swiss quality brand for baby food.



Sandra Keller is an experienced executive with expertise in sales and marketing - particularly in the food, luxury food and pharmaceutical industries. In her former position at Nutricia Milupa, part of the Danone Group, her responsibilities included sales of the Aptamil and Milupa infant nutrition brands. Prior to that, she held senior positions at Pernod Ricard Swiss, including Senior Key Account Manager and Group Brand Manager.

Sandra Keller holds a degree in business administration (HEIG Lausanne) and has further developed her skills in the areas of sales, marketing and business transformation through various advanced training courses. In Sandra Keller, HOCHDORF has been able to gain a personality who is well networked in the infant nutrition sector and has a keen sense of market and customer needs.

### Additional information

- Media releases by e-mail / Investor News Service: <https://www.hochdorf.com/en/newsletter>
- Overview of press releases of the HOCHDORF Group: <https://www.hochdorf.com/en/media/press-releases/>

### Contact and photo material

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### About Bimbosan:

Bimbosan has been the Swiss quality brand for baby food since 1932. With its unique Feel Good system, Bimbosan offers the right product for every baby need. The follow-on and infant milks based on cow's milk are made from the best Swiss cow's milk. Swiss grassland feeding makes the milk particularly valuable. The wholesome cereal supplements and porridges are also made in Switzerland from organic cereals and without added sugar.

[www.bimbosan.ch](http://www.bimbosan.ch)