

## HOCHDORF Group Press Release: New member of the senior management team

### Frank Hoogland to become Head of Global Marketing & Sales

*Hochdorf, 13 August 2015* – **Internationalisation and forward integration are two important objectives for the HOCHDORF Group. As Head of Global Marketing & Sales, Frank Hoogland will focus primarily on these areas. He becomes a member of the senior management team.**

As of September 14 2015, Frank Hoogland, 42, is assuming the role of Head of Global Marketing & Sales at the HOCHDORF Group. In this newly created role Hoogland will be responsible for forward integration. The initial focus will be on the established Baby Care business and on developing the Kids Food business area. Frank Hoogland joins the senior management team in this role. Hoogland completed a Master's degree programme in economics at Tilburg University (NL) at the end of 1996. He subsequently worked in various international companies, focusing on brand and marketing management. Since 2003, Hoogland has had a range of management responsibilities as marketing manager and marketing director in the area of infant formula. He has been business development director at Fonterra since December 2012, with responsibility for managing the infant formula business under the Anmum brand in China (Guangzhou).

Dr Thomas Eisenring, CEO of the HOCHDORF Group, said he was delighted with the appointment: "Forward integration in the areas of infant formula and Kids Food requires us to invest more financial and staffing resources. In appointing Frank Hoogland, we have attracted a top-quality candidate with the necessary international experience to develop our future plans."

A photograph of Frank Hoogland is on our [website](#).

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