Hawa has streamlined its organizational structure

New Head of Marketing & Sales, Jean-Louis Keraudren

Jean-Louis Keraudren took over the newly created management position of Head of Marketing & Sales at Swiss sliding hardware manufacturer Hawa Sliding Solutions AG on January 1, 2023. He will report directly to CEO Ezequiel Di Claudio. Keraudren comes from Hilti AG, where he managed various marketing and sales areas from the company headquarters in Liechtenstein and also other European locations. The mechanical engineer and business economist started to work for Hawa in September 2022 as a management member responsible for sales.

“I am looking forward to further developing the Hawa family-run company together with colleagues in the new Marketing & Sales area, and making my contribution towards retaining the company’s corporate values”, says Keraudren. He is bringing more than 20 years of experience in sales and marketing into his position at Hawa, which was gained internationally in various positions in the construction industry and the trade.

Ready for the increasing challenges of the market

With an organizational structure that is focused on just five areas and the switch to a single CEO model, Hawa has also targeted the speeding up of pioneering decision-making since the beginning of 2023. Ezequiel Di Claudio, Co-CEO since 2021, will now assume overall responsibility for Hawa Sliding Solutions AG. Co-CEO Peter Möller will be retiring at the end of April 2023. He has had a significant influence on the growth of the company over the last ten years, and also accompanied the fusion with EKU AG.



Caption: Took over the new management position of Head of Marketing & Sales at Hawa Sliding Solutions AG on January 1, 2023: Jean-Louis Keraudren. Photo: Hawa Sliding Solutions AG

Hawa

Hawa Sliding Solutions AG has been developing and producing sliding hardware for doors, partitions, furniture and facades in the residential & hospitality, health & retail, office & education sectors since 1965. More than 250 patents bear witness to the innovative strength of the Swiss company and its own claim to continuously assert itself as a global market and technology leader. More than 60 product families form the basis for comprehensive solution competence which also serves the megatrends: Microliving & Fluid Spaces, Building in Existing Contexts, Energy Efficiency & Climate Protection as well as Inclusive Design. Hawa operates in more than 70 countries worldwide, with two production facilities in Switzerland (Mettmenstetten and Sirnach), foreign subsidiaries for North America (Dallas, USA), Asia and the Pacific region (Singapore) and the Middle East (Dubai, UAE), and with more than 200 sales and specialist partners. #Hawa Sliding Solutions AG, Untere Fischbachstrasse 4, 8932 Mettmenstetten, Switzerland – www.hawa.com

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