



Dr. Robert Gereke

earned a doctorate at Technische Universität Braunschweig before going on to advanced studies focusing on rubber technology. Gereke, a chemist, started his career in 1986, in materials development at Continental AG. He stayed with the firm for several years, moving on to positions in quality management and as the head of materials research. In 1993, Gereke joined Beiersdorf AG, where he was initially responsible for heading the central quality management for tesa. After that, Gereke was director of development and application technology from 1994 to 1997. He went on to further executive positions in the tesa Masking Business Unit. In 2001, he assumed responsibility for tesa Industry as a member of the executive management. Then, in 2006, he was appointed to the Executive Board, where he is in charge of the industrial business, which makes up about three-quarters of sales at tesa SE. Dr. Robert Gereke moved to the top of the corporate group in February 2016 in the position of CEO.



Jan Christoph Teetz

studied at Hamburg University of Technology (TUHH), earning his degree in engineering and business management in 1995. In 1996, he joined Beiersdorf, in the Project Controlling Supply Chain tesa unit, and in 1998, he moved into the Masking Systems Business Unit as a marketing controller. Following that position, Teetz served as the head of Corporate Controlling at the American tesa affiliate in Charlotte, North Carolina. After returning to Germany, he headed International Marketing and Sales Controlling starting in 2002. Three years later, he took over as managing director of acos GmbH. Since 2006, Teetz has been a member of the Executive Board of tesa SE and the company's Chief Financial Officer.



Oliver Höfs

was named the Executive Board member responsible for trade markets in January 2016, a newly created position that encompasses all of the corporate group's international trade business. After earning a business degree at the University of Lüneburg, Höfs joined the tesa division at Beiersdorf in 1998. In 2002, a year after tesa AG was founded as an independent company, he continued his career abroad – first in Singapore, where he headed the regional market management in the electronics segment, and then as the general manager of the tesa affiliate in Seoul, South Korea. After that, he moved to tesa Greater China, in Shanghai, in the same capacity. Höfs moved back to tesa headquarters in 2009, taking on responsibility for the electronics business until 2012. Before being appointed to the Executive Board in 2016, Höfs worked in Budapest for three years as Regional Manager of tesa Eastern Europe.



Dr. Norman Goldberg

became the Executive Board member responsible for Direct Industries at tesa SE in January 2017. After completing a degree in chemistry at Giessen University (JLU), Goldberg went on to earn a doctorate at Technische Universität (TU) Berlin. In 1997, the German Research Foundation (DFG) fellow, whose previous accomplishments included a stint as a postdoctoral researcher at Cornell University, in Ithaca, New York, moved to Technische Universität (TU) Braunschweig. Goldberg was tapped to head a department within the central research division at Henkel in Düsseldorf in 2000. He served as Regional Manager for Southeast Asia from a home base in Singapore from 2005 to 2006, with responsibility for five production sites. After his most recent position within the Henkel group of companies, as R&D Integration Manager and Director of Global Product Development, Goldberg joined Lohmann GmbH & Co. KG (Neuwied) as Managing Director and Co-CEO in 2009.



Thomas Fuchs

began his professional career in 1983, as an assistant to the human resources director at Vegla GmbH in Aachen. Five years later, Fuchs, who holds a degree in business, joined Beiersdorf AG in the position of HR Manager for tesa Production, Logistics, Research & Development. Further management positions followed, with Fuchs later being named HR manager of tesa production at the Hamburg-Hausbruch plant and at the company's Hamburg headquarters. Since 2001, Fuchs has been the Executive Vice President for Human Resources and a member of the executive management of tesa SE.



Stefan Schmidt

has been responsible for supply chain management within the tesa Management Board since April 2014. While studying electrical engineering, he initially worked as a technical officer in the German Air Force, and then joined tesa in 1994. Schmidt, who holds a degree in engineering, knows the tesa Supply Network from various perspectives. At the tesa plant in Offenburg, for example, he gained extensive experience in a variety of positions, including as the head of electronics, production manager, and material manager. In October 2003, Schmidt moved to China, where he took on the position of Managing Director and advanced the growth and development of the tesa plant in Suzhou. He returned to Germany in 2007, assuming the role of Corporate Director of Technology at tesa's Hamburg headquarters.

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