

Press release

December 2022

Dr. Achim Feinauer is CEO at Hainbuch

He started at the workholding technology manufacturer in Marbach in November.

Hainbuch has recruited a leading expert and a well-known face from the machine tool industry for its management team. In addition to Sylvia Rall and her father Gerhard Rall, both CEO, Dr. Achim Feinauer will mainly look after the technical area. He studied mechanical engineering and business administration and holds a doctorate in high-speed milling. He knows the machine and automotive industry inside out, having worked for many years in the management of well-known machine manufacturers and technology companies. He previously held positions at Ex-Cell-O, Stama and most recently Emag. His successes include the decisive development of solutions for flexible manufacturing systems and the implementation of modern assembly concepts. The internationalization of Europe-oriented companies resulting in globally present organizational units and value chains are some of his other achievements. At Hainbuch, he will dedicate himself to the internationally networked production processes in order to continue the path of profitable growth. He will further drive digitalization and automation both internally and externally, but also sustainability in product creation process.

Sylvia Rall: »Dr. Feinauer is our absolute preferred candidate. He knows about the needs of machine manufacturers, is a strategist and, among other things, he has set up a large production facility in China. He is also familiar with the challenges of digitalization, has already dealt with many aspects of sales, and brings extensive international experience as well as technical knowledge. We are delighted to have such a top-class reinforcement.«